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Honda Taiwan Adds DataDotDNA to all Models

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to advise that Honda Taiwan has announced it will apply DataDotDNA to its entire production range, which will exceed 30,000 vehicles annually. The decision is effective 1 December 2005.

At the formal launch ceremony in Taipei the President of Honda Taiwan, Mr Kazushi Mitsui, said, "This is effectively DNA for Honda cars. Each car will have its own unique ID, so if stolen a car or its parts will be easily identified and the people selling stolen parts will be identified".

The Commissioner of the Crime Investigation Bureau, Mr Yang T.C., said, "I applaud this system, which will assist police investigation and deter vehicle theft."

The Chief Executive Officer of DataDot, Mr Ian Allan said: "The decision by Honda Taiwan to apply DataDotDNA to all models is a major step in the company's development.

"It is an important development strategically as it establishes a very significant base for DDT's further expansion into the Asian market. In the Taiwan market alone there are 360,000 new vehicles and 600,000 used vehicles sold each year. Now that Honda has taken a competitive lead over the rest of the field in terms of vehicle ID and security, we believe there will be other vehicle manufacturers who want to match the market leader."

About DataDot Technology Limited (DDT)

DDT is a leading asset identification company, with expanding global operations. DDT has invented, patented and commercialised an asset identification technology that provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves.

The DataDotDNA technology has gained acceptance around the world and is currently sold in Australia, UK/Europe, USA, Canada, South Africa, Indonesia, Taiwan, Thailand, Hong Kong, China, New Zealand, Russia and Poland. DataDotDNA customers include a number of major vehicle suppliers in various regions including Audi, Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Isuzu, Avis, Mitsubishi, Toyota and VW.

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