



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

7th May 2012

TradeWise Forensic Security System Launched

The Directors of DataDot Technology Limited (ASX:DDT) announce that it is supporting UK motor trade insurer Tradewise in supplying forensic coding to the company's motor trade and commercial vehicle customers.

Tradewise Insurance Services Limited is one of the UK's most successful providers of motor trade insurance to brokers.

Mike Tyler, Tradewise CEO, said "All insurers cover financial loss; at Tradewise we have a reputation for doing more. We know that our clients' tools and stock are their livelihood, and we believe Trademark forensic coding, which is a proven theft deterrent, will give them added peace of mind. Our agents see forensic coding as a valuable part of our product proposition and we expect this service to help maintain our renewal retention in what is a highly competitive sector."

He added: "The product will also enable our brokers to offer their customers something that differentiates them, over and above the policy itself."

Mr Bruce Rathie, Executive Chairman of DDT, said that the Tradewise contract is the company's second significant deal in providing forensic product to the UK insurance industry within the last two months, following the recent contract with Carole Nash.

The DNA forensic coding system, which relies on DataDot Technology's anti-theft products, is helping insurers to build customer loyalty and generate new income streams. Insurers are now realizing that the 'cheap, cheap,' model is essentially a race to the bottom whereas giving customers products and services such as this can re-establish insurance brand loyalty.

Contact Information:

DataDot Technology Limited

Bruce Rathie, Executive Chairman

Phone: 02 - 89774900

e-mail: brathie@datadotdna.com

web site: www.datadotdna.com

For personal use only