

PRESS RELEASE

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Newsteo presents its identification and traceability solutions at RFID Solutions exhibition

Newsteo will exhibit at *Traceability - RFID Solutions – Progilog* Exhibition at Paris on November 25th & 26th, 2009 Hall 8, Booth B45. On this occasion, Newsteo presents its solutions for identifying, locating and tracing, based on active RFID technology.

Compared to solutions based on this same technology, Newsteo main assets are the following:

- A selling price fixed at the lowest, to allow a quick and mass deployment
- Products optimized in terms of autonomy and radio range
- A very strong adaptability to be closer to the customer needs:
 - o The ability to tailor the mechanical products to take into account the constraints of fixing, integration, miniaturization, waterproofness...
 - o Possibility to add sensors: measure of temperature, humidity, shock ...
- The solution also allows the implementation of systems locating, both indoors (warehouses ...) and outdoors.

Newsteo hopes through RFID Solutions exhibition presenting its products to new partners and customers.

To receive a free badge: http://www.badgeonline.fr/traca2009/default_fr.htm?CodeInvit=EMEXP

About Newsteo:

Founded in 2005, Newsteo is an innovative company based in the south of France. Newsteo designs, develops and commercializes a wide range of patented products and associated services, in several wireless domains: bone conduction vocal communication, telemetry and traceability.

Newsteo won in 2005 and 2006 the National contest for Companies in innovative technologies fields (organised by the French Ministry of Research), and is supported by Oseo. Newsteo counts among its shareholders the Crédit Agricole Group, through its venture capital Sofipaca and the Business Angels clubs Méditerranée Investissements and Grand Delta Angels.

Press contact: Arielle Cogniat – acogniat@newsteo.com +33 (0) 4 42 01 82 23

More news: www.newsteo.com