



News Release

For Immediate Release

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RFID TagSource Announces Launch of New Company

Camden, New Jersey – October 13, 2006 – RFID TagSource, a full-service provider of RFID tags and consulting services, today announced the launch of its new company and website (www.rfidtagsource.com). The initial release of the site is designed to introduce the new company, as well as provide educational content and resources for the RFID end user community.

RFID TagSource has developed a new model for providing RFID tags and consulting services. By combining product sourcing, consulting, and services with an innovative web platform, the company is able to greatly simplify the RFID tag procurement process. “A significant number of companies are facing RFID mandates and have little knowledge in this area,” said Kevin Donahue, Co-founder and President of RFID TagSource. “We can help them learn from our experience and derive business value from their RFID deployment project. Companies need help identifying the appropriate tag for their application, putting together an internal project team, selecting a reader platform, software, etc., and we help them speed through that process and minimize the disruption to their business.”

“Our focus is on providing the right tag, at the right price, right now,” added Shelley Donahue, Co-Founder and COO. “Our customers are under a lot of pressure to move forward with their RFID program, and the process can be overwhelming. The services we provide can help alleviate a lot of this pressure.”

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RFID TagSource's product and service offerings include:

- All types of RFID tags (active, semi-passive, passive, LF, HF, UHF, read only, read/write, WORM)
- Services
 - RFID Tag and Placement Testing
 - Advisory Consulting Services
 - Project Planning
 - Site Inspection
 - Vendor Selection
 - Project Management
 - RFID Training/Education
 - RFID Procurement Outsourcing

The RFID TagSource business model is a great fit for companies that would prefer to use internal resources to implement their RFID project. The company provides specific expertise and assistance in a way that is less invasive than a traditional systems integrator. If a broader set of services are required, RFID TagSource can help with the vendor selection process to make sure it is a good fit for its clients.

In addition to providing all types of RFID tags and consulting services, RFID TagSource will also be providing tag testing and educational services. The company has established relationships with accredited RFID testing labs as well as educational content providers; ensuring the highest degree of reliability and success for its customers' RFID implementations.

About RFID TagSource

RFID TagSource, based in Camden, New Jersey is a full-service provider of RFID tags and consulting services. The company's unique business model, combining product sourcing, consulting, and services with an innovative web platform, provides its customers with the resources and tools necessary to derive immediate business value from RFID technology. For more information, call (866) 915-RFID or visit the RFID TagSource web site at www.rfidtagsource.com.

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