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**Momentum in 2008 RFID Innovation Calls for Omni-ID Corporate, Executive Expansion**

*--Growing Customer Demand and Market Recognition Propels Additions to Executive Team and Company Restructuring--*

**FOSTER CITY, Calif. – September 23, 2008** – [Omni-ID](#), a leading innovator in passive ultra high frequency (UHF) radio frequency identification (RFID) technology, today announces two appointments to its executive team and a successful Company restructuring in response to strong initial interest and increased demand for its on and off metal products.

The past year saw dynamic momentum as Omni-ID launched a line of passive UHF RFID tags that were immediately recognized as a significant advance in the RFID industry. To continue driving Omni-ID's market impact forward, the Company has tapped Greg Overholtzer as CFO and Marj Kondo as senior director of corporate marketing. In addition, Omni-ID has expanded with major subsidiaries in the US and UK to provide the flexibility to react quickly to market conditions and rapidly take advantage of opportunities in the RFID industry across the globe.

Omni-ID launched in 2007, spinning out of UK-based QinetiQ, a publicly traded, leading \$2 billion defense and technology innovator. By January 2008 the Company successfully introduced a new line of tags that offer near-perfect readability rates on, off, or in the presence of metals and liquids. The Omni-ID product line includes three standard passive UHF RFID tags with a range of read distances and profiles:

- [Omni-ID Max™](#) offers the longest read range and is most commonly used for tracking conveyances and outdoor assets;
- [Omni-ID Flex™](#) offers a medium read range that effectively crosses over to a wide range of applications including tracking laptops and PCs; and
- [Omni-ID Prox™](#) is Omni-ID's smallest and most precise RFID tag, best suited for high value IT asset management and other specialist applications.

Shortly after its appearance on the market, Omni-ID Prox was recognized as an RFID Journal Live "Best in Show" finalist—the only tag awarded finalist status in the competition. Since then, the continued momentum Omni-ID has experienced in the RFID space necessitated an executive and corporate expansion that included establishing a global presence with major offices in the US and UK.

CFO Greg Overholtzer joins Omni-ID from Genitope Corporation, where he was a corporate controller responsible for SEC reporting and Sarbanes Oxley (SOX) compliance. Overholtzer will draw upon his vast experience from multiple positions as CFO and vice president of finance at The Polymer Technology Group, Inc. (PTG), TeleSensory Corporation and Giga-tronics Incorporated, to effectively manage finances as the company looks to expand offerings and geographies.

“Omni-ID is in the enviable—and unique—position to offer the RFID industry exactly what it needs at the right time,” said Overholtzer. “By joining the Company at this stage I am pleased to play a part in Omni-ID’s promising future as it advances into the RFID game-changer it has already demonstrated it will be.”

Senior Director of Corporate Marketing Marj Kondo joins Omni-ID from InDemand Marketing, a company she founded to share expertise gained from working with industry leaders such as Hewlett Packard, Apple Computer and NEC Technologies. With a broad background in diverse business environments ranging from start-ups to large Fortune 500 companies, Kondo brings more than 25 years of marketing and project management experience to Omni-ID.

“I’ve had the opportunity to work with some of the biggest names in technology today, and I’m very excited to leverage that experience with Omni-ID,” said Kondo. “I’m looking forward to being a part of Omni-ID on the ground floor as this pioneering Company takes off and revolutionizes the future of RFID.”

“The overwhelming recognition we’ve received since our entrance into the RFID industry has been better than we could have imagined,” said Tom Pavela, CEO and President of Omni-ID. “The addition of Greg and Marj to our executive team and our new corporate structure puts Omni-ID in a great position to continue our rapid growth—and further our reputation as a leading innovator in this industry.”

### **About Omni-ID**

Omni-ID is one of the world's leading innovators of passive ultra high frequency (UHF) radio frequency identification (RFID) technology. Through its patent-pending revolutionary technology Omni-ID “cracked the code” to overcome the problems traditionally associated with RFID, enabling a broad range of new applications that improves accuracy and efficiency in asset tracking, logistics and supply chain management. The company’s family of versatile RFID tags works reliably in the harshest environments—including on and off metal and liquids—and excel in real-world proving grounds, demonstrating their value in today’s most challenging business applications. With major offices in Foster City, Calif. and in the UK, Omni-ID's mission is to drive the widespread adoption of RFID technology as the optimal tracking and identification solution. For more information, visit [www.Omni-ID.com](http://www.Omni-ID.com).