



DataDot Technology Limited

ABN 54 901 908 726

Stock Exchange Announcement

21 November, 2006

AGREEMENT WITH PSA PRODUCTS PTY LTD

AUSTRALIAN CONSUMER MARKET ENTRY

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce the appointment of PSA Products Pty Ltd as a wholesale distributor of DataDotDNA in the Australian consumer market.

PSA Products is a major Australian-owned manufacturer and distributor of leading edge products, including smoke alarms, security, CCTV and intercom products to the electrical wholesale industry.

Under the distribution agreement, PSA Products will supply DataDot's new Auto-Recreational Accessory Pressure Pack and Home-Business Accessory Pressure Pack across 7 sales channels to more than 4,000 retail and wholesale branches nation-wide. The sales channels to be targeted are: auto accessories, electrical wholesale, mass merchant, camping and sport, electronics, security alarm, caravan and marine wholesale. DataDot Accessory Packs will be available in stores across Australia commencing in December.

Mr Michael Ooi, Managing Director of PSA Products, said: "Our company has been supplying innovative security and fire safety products for over 20 years. In that time we've seen some remarkable new technology but we've not seen anything like DataDotDNA. Once in a lifetime something like this comes along and changes the way we think. I believe that in the future DataDotDNA will be central to all theft prevention. We are very pleased to be associated with this exciting new product."

Mr Ian Allen, CEO of DDT, said that DataDot was delighted its flagship aerosol product will be distributed by PSA Products, which has established a reputation as a major supplier of successful products to the Australian consumer market.

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, Romania 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, Mitsubishi, Nissan, Toyota, VW and Yamaha.

For further information please contact:

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