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Corporate Contact: Doug Torok
dtorok@kennedygrp.com
(440) 951-7660

Julie Molnar
jmolnar@robertfalls.com
Robert Falls & Co. Public Relations
(216) 696-0229

THE KENNEDY GROUP IS FIRST ALIEN TECHNOLOGY® CONVERSION PARTNER QUALIFIED TO SUPPLY NEW 128-BIT, EPC CLASS 1 TAGS

Tags Fulfill New, Key Global Supply Chain Requirements

Cleveland, OH –April 2005 – The Kennedy Group’s Radio Frequency Identification (RFID) group, a turnkey leader in EPC-compliant solutions featuring one of the industry’s most extensive testing facilities, is the **first** to be qualified as a supplier of 128-bit, Alien EPC Class 1 tags with 96 bits of user-programmable memory. The new tags are fully compliant with EPC compliance initiatives beginning January of 2005.

Smart Therm™ labels with 128-bit Alien Technology® tags were made available from The Kennedy Group beginning March 1, 2005. Smart labels are available in standard sizes of 4 inch x 2 inch and 4 inch x 6 inch, as well as others, to meet the smart label specifications of such printer manufacturers as Zebra Technology Corporation, Sato America Inc. and Printronix Inc. The company has positioned itself to meet the needs of its customers by aggressively committing to the purchasing of these inlays to allow the ability to produce substantial volumes of Smart Therm labels in shorter lead times.

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“SmartTherm labels with the new 128-bit transponders are put through extensive testing in our RFID Customer Solution Center,” said Patrick Kennedy, The Kennedy Group Vice President/Marketing & Sales. “We test the smart labels in dock door and conveyor simulations through readers, printers and applicators to ensure the technology performs before we introduce it to the marketplace.”

The new tag family includes updated versions of Alien’s third generation UHF EPC Class 1 products including “Squiggle,” “I” and “M” inlays, as well as Alien’s new 2 inch x 2 inch tag which has application for pharmaceuticals, baggage tags, retail hang tags, among many other applications.

“As a leading provider of reliable, high-volume, low-cost RFID products, we look forward to our continued work with the Kennedy Group,” said David Bledsoe, Alien Technology Director of OEM and Consumables. “Our partners, like The Kennedy Group, have made Alien’s Class 1 RFID hardware the most widely adopted for key supply chain initiatives. Additionally, The Kennedy Group’s pro-active position in acquiring large volumes of inlays ahead of customer demand will decrease lead times and facilitate rapid adoption in the marketplace.”

The Kennedy Group has also further positioned itself to meet the needs of its clients by aggressively adding equipment capacity to produce substantial volumes of Smart Therm labels with the 128-bit tags in a shorter lead time, as well as offering solutions to automatic application of these Smart Therm labels with its SmartOne™ RFID Applicator. The applicator possesses a silent tag eject function, which is another step in quality control.

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In addition to the latest Alien tag offering, The Kennedy Group recently qualified as the *first* supplier of EPC Class 1 RFID smart labels to successfully complete Alien's partner Qualification Program. The program qualifies performance and reliability for smart labels containing Alien tags.

For more information on RFID products from The Kennedy Group, call (440) 951-7660 or visit www.kennedygrp.com.

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About The Kennedy Group

The Kennedy Group's Logistics and RFID Solutions Division is a leader in RFID technology, providing turnkey assistance in helping major manufacturers to test, specify, install, service and support their EPC-compliant, fully integrated systems. It has the largest smart label and tag manufacturing capacity in North America and the only automated quality control inspection capability for EPC-compliant tags. Its RFID tags, labels, cards, hardware and support services represent the most seamless, delivered solutions available for accurate, real-time tracking and identification of expendable and/or reusable containers, racks, pallets and other material handling applications.

EDITOR'S NOTE: Images of The Kennedy Group's RFID products are available. Contact Doug Torok, Market Manager, at (440) 951-7660 or e-mail dtorok@kennedygrp.com.

The Kennedy Group, 38601 Kennedy Parkway, Willoughby, OH 44094
Phone: (440) 951-7660. Fax: (440) 951-3253. Web site: www.kennedygrp.com

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