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***RFID Journal Announces 3rd Annual RFID Journal LIVE!
Executive Conference
Renowned Futurist Paul Saffo To Deliver Opening Keynote Address***

NEW YORK, September 21, 2004 — *RFID Journal* announced today it will hold its third annual executive conference April 10 to 12, 2005 at the Sheraton Chicago Hotel & Towers, in Chicago, Illinois.

RFID Journal LIVE! 2005 will feature presentations from more than 80 thought leaders in RFID, including renowned futurist Paul Saffo and Mark Roberti, the founder and editor of *RFID Journal*.

“With some hailing RFID as ‘The Next Big Thing’ and others dismissing it as nothing but a lot of hype, business leaders are struggling to understand what impact RFID will have on business,” said Roberti. “One way to cut through the confusion is to hear from the real experts — end users who are at the forefront of RFID adoption.”

The two-day conference will feature both early adopters presenting case studies and established experts answering questions through interactive panel discussions. Topics will include: the current state of RFID adoption; the impact RFID is having on businesses; the costs of deploying the technology; and how to deploy the technology cost-effectively so that it delivers a return on investment. Several pre-conferences, to be held on April 10, will focus on industry specific uses of RFID.

With input from *RFID Journal's* global audience, the agenda will provide in-depth information for business executives responsible for how goods are made, distributed and sold; technology executives charged with developing the IT infrastructure that will turn RFID data into information that provides business value; and those who want to join the growing RFID community of users, vendors and thought-leaders. Attendees will be able to:

- Learn from other organizations about the costs, stumbling blocks and benefits of RFID adoption
- Understand the business case for deploying RFID technologies
- Network with executives and business managers faced with similar RFID business, deployment and integration challenges
- See technology and product demonstrations from the leading RFID systems providers as well as the latest innovations from RFID startup companies

To learn more about RFID Journal LIVE! 2005 or to register for the conference, go to www.rfidjournallive.com. For sponsorship information, contact Nancy Puglisi, VP of Sales, at nancy@rfidjournal.com. RFID Journal LIVE! 2005 is co-produced by Mosaic Media Partners.

About RFID Journal

RFID Journal is the only independent media company devoted solely to radio frequency identification and its many business applications. Our mission is to be the ultimate resource for businesspeople that need to understand how RFID can help their companies boost supply chain efficiencies, reduce inventories, limit theft, improve product availability and add convenience for consumers. *RFID Journal* serves the needs of businesspeople looking to take advantage of RFID technologies with timely news, strategic analysis, networking opportunities at events and in-depth education.