



## DataDot Technology Limited

ABN 54 091 908 726

# Securities Exchange Announcement

8<sup>th</sup> November 2013

### Update – DataDot Security Solutions Inc (DDSS)

DataDot announced to the market on 15<sup>th</sup> October 2013 that it had acquired 100% of the equity in DDSS, the company which has launched the CopDot pen program through Lowe's Home Improvement stores in the US.

CopDot pens will be stocked by 600 Lowe's Home Improvement stores by the end of November 2013, with 700 planned for the end of December 2013 and over 1,500 planned for the end of June 2014. Stores currently stocking the CopDot pen are predominately located in the South-East, South-West and North-West of the US. As a requirement for Lowe's stores stocking CopDot pens, law enforcement agencies (LEAs) adjacent to each store must support the program and it has been these expressions of support that have enabled the rapid rollout through the Lowe's network of stores. DDSS has developed a strategy to facilitate LEA promotion of community support of the program at store level, which is currently being trialled in 3 major markets, to be supplemented during the upcoming festive season by social media advertising programs with a view to generating sales through Lowe's stores carrying the product.

DDSS is very pleased with the store roll out and support from LEAs, however, it is not possible to gauge the likely level of sales through this consumer channel given the newness of the program and trial promotional activity having just commenced. DDSS proposes to also develop other non-retail or B2B channels for the pen product which the company believes also hold great prospects.

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