



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

2 October 2009

New Seed Protection Technology

AgTechnix Pty Ltd

The Directors of DataDot Technology Limited (ASX:DDT) announce that DDT has entered into a deed with Ipeco Pty. Ltd. (a subsidiary of the Regal Grange Group) and DataTraceDNA Pty. Ltd. (a joint venture between DDT and CSIRO), to jointly commercialise breakthrough track and trace technology. This development follows a six month targeted research project during which the technology has been successfully tested by Seed Solutions Pty. Ltd. (also a subsidiary of the Regal Grange Group).

The technology enables seeds, grain and other bulk commodities to be identified accurately and cost effectively, right down to an individual batch number, so providing both detection of counterfeit target commodities and a control mechanism for internal or cross border, end-to-end supply chain management. Counterfeiting results in losses to plant breeders and agricultural and horticultural producers world-wide.

The target market for the technology is initially plant genetic owners and those requiring authentication and validation of material delivered to end users. Owners seeking to protect the identity and authenticity of their commodities can apply a simple and accurate means of enforcing ownership in areas such as Plant Breeders Rights (PBR). Other applications will include enforcement of food safety and Genetically Modified Organism (GMO) regulation.

The parties look to commercialise the Intellectual Property (IP) through a new special purpose vehicle called Agtechnix Pty. Ltd, which will be 51% owned by DDT. The technology will be show-cased at the Asian Seed Congress 2009 to be held on 8-12 November in Thailand.

The parties have lodged a series of patents to protect the IP.

Contact Information:

DataDot Technology Limited

Ben Bootle – CEO: 02 8977 4900

IPECO Pty Ltd

Neil Mulcahy, CEO: 03 9775 1313.