

PRESS INFORMATION

**December 25th 2008
For Immediate Release**

CoreRFID get the Xmas Factor With North Pole Project

North Pole Enterprises (prop. S. Claus) has awarded a contract worth an entire sack of toys to UK based RFID supplier CoreRFID Ltd as part of a strategy to significantly improve efficiency in the supply chain of one of the world's most time-critical logistics businesses.

"People underestimate the difficulty of getting to every chimney in the world in one night," Claus said, explaining the rationale behind the contract. "With the new system we will be able to re-deploy elves from clerical and administrative tasks into more front line customer service positions."

The CoreRFID contract covers a range of solutions for North Pole Enterprises including:

- Chimneys to be RFID tagged, allowing the chimneys of good little boys and girls to be identified using a robust hand held reader carried on Santa's sleigh; so speeding up decisions on distribution at the chimney top.
- Santa's sacks to be equipped with tags, allowing them to be quickly recycled during Christmas Eve, reducing the number of sacks in use.
- All elves working in the warehouse to be supplied with RFID identity tags in an effort to reduce the stock shrinkage that is experienced by North Pole Enterprises (Claus has been concerned about some presents appearing at Car Boot sales in the North Pole area and even on e-Bay).
- North Pole's Packing and Despatch Centre will install the CoreRFID Pick and Mix system to help ensure that each child gets the correct set of presents, so avoiding the risk of sugar mice appearing in the stockings of vegetarians and other unfortunate delivery incidents.
- Santa's Grottos, the North Pole Enterprises franchise outlets, around the world are to be provided with RFID enabled ticketing systems, reducing the opportunity for ticket touting (some not-so-good children have been jumping the queues).

Information from the various systems will be co-ordinated by an application provided by CoreRFID. The system, known as PDC ("Providing Data to Claus") will enable a completely integrated approach to the supply chain with

each step from receipt of a letter through to delivery of toys RFID enabled. Solutions will of course use the Elf Product Coding (EPC) standards.

CoreRFID will be installing the systems in time for this year's Christmas Eve deliveries.

Spokesman for CoreRFID, Marketing Manager John Williams, said: "North Pole Enterprises already use our injectable tags to keep track of their reindeer. They found this to be a more reliable way of identifying stock than looking for a particular colour nose. This contract demonstrates the wide range of capabilities of RFID and the solutions provided by CoreRFID. I hope you all have a very merry Christmas."

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Notes for Editors

About CoreRFID Ltd.

Over the last 15 years CoreRFID Ltd has established a prominent reputation in the global RFID industry for delivering innovative products and services that help its customers to deliver successful solutions.

With bases in the US, UK and Europe, CoreRFID is now working on some of the most advanced RFID projects, delivering RFID technologies often in short timescales. CoreRFID customers include the BBC, Capita, Nokia, BAA, Thames Water, the Channel Tunnel, Norwich Union, Galliford Morgan and Amec.

CoreRFID was formerly known as Mannings RFID, part of the Mannings engineering group. In July 2007 the Mannings RFID management team successfully completed a management buyout from Mannings UK to create a business exclusively focused on the needs of RFID technology users. CoreRFID retains all the staff, know-how and intellectual property of the Mannings RFID business. The CoreRFID team of experienced engineers and its sales and administration centre is based in Warrington, in the North West of England.

CoreRFID is backed by Enterprise Ventures and NatWest Bank.

About the use of RFID

Radio frequency identification is widely used to help track, trace audit and control items by allowing computer systems to read details of tags attached to stock, assets or other items. RFID is used for applications such as:

- Keeping track of stock as it moves from manufacturer to warehouse to shipping agent to retail outlet to customer.
- Providing travellers with tickets that register each journey as it is made.
- Identifying livestock to ensure traceability of food, to prevent theft or to help lost animals to be reunited with their owners.
- Providing access control and checking who enters premises and when.

The wide range of different types of tags with widely different data handling capabilities and reading characteristics means users of RFID systems need to make careful technology choices to create successful applications. CoreRFID specialises in helping customers to make these choices.