

INSIDE CONTACTLESS RECOGNIZED AS “ITECH ECONOMY” LEADER

Receives 2008 Development Award for its NFC Products from Paris-Based IE-Club

AIX-EN-PROVENCE, France, October 1st, 2008 – INSIDE Contactless, the world leader in advanced contactless microprocessor platforms, today announced it has received the 2008 ITech-Economy Leader Award for Development by the Paris-based IE-Club, an association advancing the role of French small and medium size businesses with other major players in the information technology and communications ecosystem. The award recognizes INSIDE’s technology innovation in the successful development of its MicroRead™ near field communications (NFC) products.

The mission of the IE-Club is to strengthen innovative small and medium-size businesses in France by fostering their relationships with the other major players in the ITech Economy, including investors, government organizations, research centers and other large enterprises. The “ITech Economy” is comprised of all the products, services and tools that make up the information technology and communications industries.

“The IE-Club plays an important role in promoting the true innovators of the ITech Economy, and we are thrilled to receive their recognition as a leader in this area,” said Remy de Tonnac, CEO at INSIDE Contactless. “ For any innovative technology company , it is always very important to get recognition in its own country ; We are very grateful to the IE-Club for their relentless effort in promoting innovation , and thank them for this award.”

INSIDE Contactless also was recently awarded the 2008 Frost & Sullivan North American Contactless Smart Cards Growth Excellence of the Year Award in recognition of the company’s role as a leader in shaping contactless payment technology in the smart card industry, and for the development of its MicroPass intelligent payment platform .

About INSIDE Contactless

INSIDE Contactless is the global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications. The company’s intelligent, microprocessor-based platforms offer the flexibility to be embedded in smart cards, mobile phones and other consumer electronic devices, documents, badges and other items to support a wide range of innovative contactless applications and bring new levels of convenience to users. INSIDE has delivered more than 250 million contactless platforms worldwide to customers and partners that include many of

FOR IMMEDIATE RELEASE



the leading payment card and mobile phone manufacturers, systems integrators, and financial institutions. With a portfolio of 55 families of patents including several essential NFC patents, the company has played a leading role in NFC and contactless innovation. INSIDE is headquartered in Aix-en-Provence, France, with offices in Shanghai, Singapore, Warsaw, Seoul, and San Francisco. For more information, please visit www.insidecontactless.com

###