

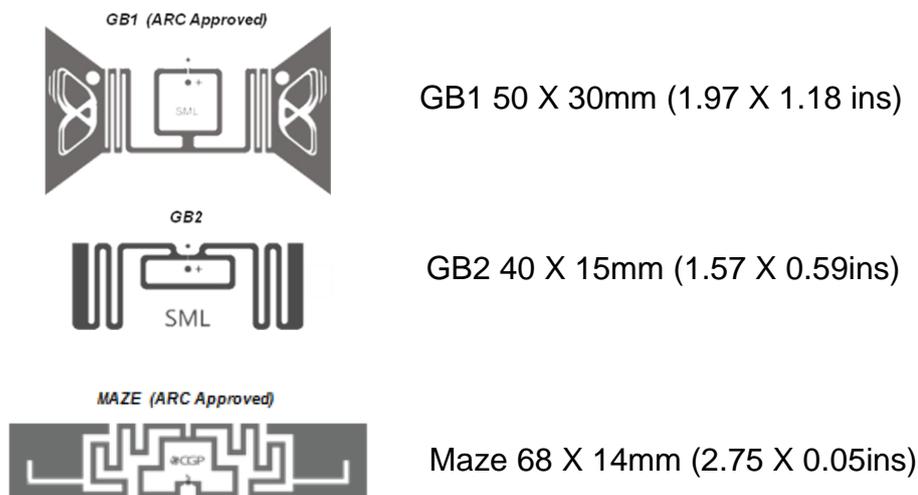
Press Release

SML Group Limited
January 16th, 2013

SML Group Ltd. Expands into Inlay Design and Production with the Launch of Three New UHF RFID Inlays, Aimed at the Global Retail Apparel & Textile Markets

SML Group Ltd., a global brand identification solutions provider that supplies Tags, Swing Tickets and Labels to the retail apparel industry, today announced the opening of a new inlay Production Center at its CGP facility in Clayton, Nr. Raleigh, North Carolina, USA. The new high tech facility will produce inlays that are designed and developed at the SML China and USA technical labs.

On the back of this announcement the company is pleased to launch 3 new inlays which are specifically designed for the fast growing retail apparel markets. All three inlays are available for global markets.



The new UHF EPC Gen 2 inlays are a perfectly fit for the requirements of most label sizes that are found in applications where individual items are tracked from 'Source to Store'. The Maze inlay comes with the NXP G2iL chip while GB1 and GB2 use the Impinj M5 chip. All three inlays operate under ISO1800-6C EPCglobal Class 1 Gen 2 standard at 860 - 960 MHz and contain 128 bits of EPC memory. Superior read range, orientation and sensitivity will enable new applications across the supply chain in such areas as retail Loss Prevention and Pick/Pack audit.

The Maze and GB1 inlays come fully approved by the University of Arkansas. There is no such testing approval for the GB2 size of inlay at the University but SML states that performance of this inlay is equal to or better than any other inlay of its type.

"The opening of these new Inlay production and design centers marks our continued expansion of technology based labels and tickets that are aimed to enhance our RFID ViziT program and produce additional benefits for both the retailer and brand owner supplier" says Henry Lau; SML Global RFID Product Manager. "This represents the first step in our continued drive to push the limits of technical innovation which will soon enable products such as metal Bakewear items or small Cosmetics containers to be tracked with an SML ViziT label. In addition, we are planning further expansion of our RFID technology operations for the EMEA region which is to be based in the UK." says Mr. Lau.

About SML Group

SML is a global total brand identification solutions provider serving an international clientele consisting of top fashion brands and some of the largest retailers in the world. Its wide range of high quality products includes woven labels, printed fabric labels, EAS, RFID, heat transfer, packaging, specialty trims, printed paper products, etc. With presence in over 30 countries and wholly-owned manufacturing facilities around the world, it is committed to effectively and efficiently serving the worldwide needs of clients and exceeding their expectations in quality, price, service and speed.

The SML ViziT brand provides for RFID item visibility with EAS-type loss prevention and includes RFID-enabled labels/tickets/hangtags, as well as EPC serial-number chip encoding which is provided through a network of globally located service bureaus. A cloud-based IT data management solution completes the ViziT package.

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