



Integrated Solutions Group

**For Immediate Release**

**\*\* Media Advisory \*\***

**Second Generation of HIDE-Pack™ RFID Packaging System Announced**

*Domino ISG & HIDE-Pack to announce new product developments, testing results and major customer pilot*

(Dallas, TX – April 11, 2008) HIDE-Pack and Domino Integrated Solutions Group will announce the release of the second generation of HIDE-Pack™ at RFID Journal Live! 2008 in Las Vegas, Nevada. HIDE-Pack is a patent pending technology commercially available from Domino ISG that eliminates the need for a paper label by incorporating the RFID inlay within the packaging medium.

WHO: B. Dwain Farley, CEO (Americas) Domino Integrated Solutions Group  
Paul de Blois, Vice President and General Manager, HIDE-Pack

WHAT: Announcement of HIDE-Pack Gen II production application system on demonstration at new center of excellence in Brampton, Ontario  
  
Details on successful Third Party validation of box integrity testing  
  
Major customer announcement of pilot project with large scale retailer

WHEN: Thursday, April 17, 2008 - 12:00 pm PDT

WHERE: Basano Ballroom (#2702) in the Congress Center of the Venetian

**About HIDE-Pack**

HIDE-Pack is part of a privately owned worldwide packaging, paper and tissue company. The HIDE-Pack technology was developed in a corrugated container plant in Montréal, QC, and RFID-enabled packaging recyclability testing was done at a nearby 100% recycled fiber based linerboard mill. The HIDE-Pack team is responsible for the distribution of HIDE-Pack compliant low cost RFID inlays and assists Domino ISG's deployment of the new technology by offering support for packaging-specific needs from customers.

**About Domino Integrated Solutions Group**

The Integrated Solutions Group of Domino Printing Sciences Plc is a leading innovator of technologies and full solutions that provide robust traceability, product security, and automatic identification and data collection systems. Domino offers a full integration service that extends from initial needs based consultation, technology evaluation and testing through to full system

*cont'd*

implementation. By integrating the leading AIDC technologies available and combining these with a data management platform that extends from control over data flows within the enterprise, to transfer to external parties, the company offers an extensive range of modular and scalable track & trace systems. Configurable RFID packages are available that can provide immediate cost benefit and enable customers to avoid unnecessary costs associated with RFID mandates.

Working with customers from initial concept analysis, project migration planning through to full implementation of in-line automated RFID track and trace systems, and combined with its open-platform approach, Domino's Integrated Solutions Group has the technical and project management expertise to deliver the most appropriate and effective solution to suit individual customer needs. For more information, please visit the company's website at [www.domino-isg.com/hidepack](http://www.domino-isg.com/hidepack) or call 877.895.2896 or +1 214 338 0104.

###

For More Information:

Dwain Farley  
Chief Executive Officer (Americas)  
Domino Integrated Solutions Group  
877.885.2896, x327  
+1 214 338 0104  
[dfarley@domino-isg.com](mailto:dfarley@domino-isg.com)

Teresa Williams  
Marketing Manager  
Domino Integrated Solutions Group  
877.895.2896, x945  
+1 512 280 1890  
[twilliams@domino-isg.com](mailto:twilliams@domino-isg.com)

Paul de Blois  
VP and General Manager  
HIDE-Pack  
+1 514 788 HIDE (4433)  
[Paul.deBlois@hide-pack.com](mailto:Paul.deBlois@hide-pack.com)