



ASX Announcement

For immediate release

15 December 2014

Appointment of Non Executive Director

Bluechiip Limited (ASX:BCT) today announced the appointment of Mr Michael Ohanessian as a non-executive director effective 15 December 2014.

Michael is currently the Managing Director & CEO of Praemium Limited (ASX: PPS). Following a ten-year career at Mobil Oil, Michael joined the Boston Consulting Group. For seven years he was the CEO of Vision BioSystems, a division of the publicly listed Vision Systems; during that time he transformed the business from a small, unprofitable contract manufacturer into a vertically integrated, profitable and growing medical diagnostics business with distribution to over 60 countries. More recently, he has served as Chief Executive of Genetic Technologies Limited and has been involved in investment management and corporate advice with Lion Capital.

Bluechiip Chairman Iain Kirkwood said, *"we are delighted that Michael has agreed to join the board. He brings a wealth of experience in technology-related businesses which will be invaluable in assisting the Company in its efforts to commercialise its unique tracking technology."*

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For more information:

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About Bluechiip Limited:

Bluechiip Limited has developed a wireless tracking solution for the healthcare and life science, security, defence and manufacturing industries. This solution represents a generational change from current methods such as labels (hand-written and pre-printed), barcodes (linear and 2D) and microelectronic integrated circuit (IC)-based RFID (Radio Frequency Identification).

The unique tag is based on MEMS technology and contains no electronics. The tag can either be embedded or manufactured into storage products such as vials or bags. Easy identification, along with any associated information from the tag (such as temperature), can be detected by a reader, which can also sense the temperature of the tagged items. Additionally, bluechiip technology does not require a visible tag or line-of-sight optical scan like traditional identification technologies.

The bluechiip® technology has initial applications in the healthcare industry, particularly those businesses which require cryogenic storage facilities (biobanks and biorepositories). bluechiip® offers the only technology that enables accurate and reliable tracking of products like stem cells, cord blood, and other biospecimens. In addition to functioning in extreme temperatures, the bluechiip® tracking solution can survive autoclaving, gamma irradiation sterilization, humidification, centrifuging, cryogenic storage and frosting.

The bluechiip® technology has other healthcare applications in pathology, clinical trials and forensics. Several other key markets outside of healthcare include cold-chain logistics/supply chain, security/defence, industrial/manufacturing and aerospace/aviation.

Further information is available at www.bluechiip.com