DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

31 July 2014

Con Edison Commences DataDot Metals Program

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that Con Edison has begun a program to prevent copper theft using DataDotDNA.

Con Edison is a subsidiary of Consolidated Edison, Inc. [NYSE: ED], one of the largest investor-owned energy companies in the US, with approximately $12 billion in annual revenues and $41 billion in assets. The utility provides electric, gas and steam service to more than three million customers in New York City and Westchester County, New York. In 2013 Con Edison reported 155 thefts of copper cable from manholes, trucks or other company facilities.

The utility is working with DataDot Technology to use a spray system that leaves dot markings on the copper or equipment. Each set of dots has a unique identifier, logo or numbered ID that is invisible to the naked eye but can be viewed with a UV light. Con Edison will work with the police to review records and products at metal and scrapyards. Police can use the dots and records to determine who sold a piece of copper to a scrap yard and where the copper was last stored by Con Edison.

To watch a video on Con Edison's program click here

In announcing the decision, Mr Arturo Claudio, Area Manager with Con Edison Corporate Security said, "We are starting this program to protect our equipment, but more importantly the service we provide to our customers. Thieves who steal our copper that is in use in our electrical delivery system can get hurt, endanger public safety and cause outages."

Mr Bruce Rathie, Executive Chairman of DDT, said that the decision by Con Edison, a leading US energy corporation, to use DataDotDNA to prevent copper theft is a significant development in implementing the company's US metals theft solution strategy.

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