



Contacts:  
Ronny Haraldsvik  
Vice President  
Marketing & Industry Relations  
Phone: 1-831-224-5043  
[ronny@alientechnology.com](mailto:ronny@alientechnology.com)

Syreeta Mussante  
Spark PR for Alien Technology  
Phone: 1-415-321-1865  
[alien@sparkpr.com](mailto:alien@sparkpr.com)

## **Alien Technology® Recognizes RFID Channel Partners**

*Momentum is Building for RFID Distributors, Converters, Value-Added Resellers, Solution Integrators and Consultants*

**November 6, 2007, Morgan Hill, Calif.** – Alien Technology, an industry leader in Radio Frequency Identification (RFID) products and services, today announced the first annual winners of Alien Technology's Most Valued Partner Award for North America, Europe, Middle East, Africa and India. The awards were given at Alien Technology's Awards Dinner held in conjunction with the Alien® Partner Conference in Chicago, Ill. on October 1 and in Amsterdam, Holland on November 6. The awards recognized four US partners and one European partner out of over 200 partners worldwide, in appreciation of the innovation and excellence they have brought to the RFID industry and contribution to Alien's significant revenue growth over the last 12 months.

"We are honored to recognize the winners of the inaugural Alien Most Valued Partner Awards," said George Everhart, chief executive office at Alien Technology. "A large majority of our business goes through the channel, so our partners are incredibly important to us. It is a pleasure to shine the light on those companies that have demonstrated their commitment to Alien Technology and the RFID industry."

### **Alien 2007 Most Valued Partner Categories:**

- Most Valued Converter: The Kennedy Group
- Most Valued Distributor: BlueStar
- Most Valued Value-Added Reseller: Xterprise
- Most Valued Consultant/Solutions Integrator: XIO Strategies
- Most Valued European Value-Added Solutions Partner: Creativesystems

The Kennedy Group was recognized as Most Valued Converter for its continuing leadership as a key Alien converter in the supply chain of Alien UHF inlays. The Kennedy Group has demonstrated dedication to the RFID label industry by continuing to expand its operations without disrupting service levels.

"We are honored to receive the award for the Most Valuable Converter," said Patrick Kennedy, The Kennedy Group vice president of marketing and sales. "This award further demonstrates that we have made the commitment and investment into providing quality RFID solutions for companies to successfully implement this technology into their supply chain. We look forward to our continued work with Alien Technology. Having partners, like Alien, has allowed The Kennedy Group to facilitate rapid adoption of technology to the marketplace."

BlueStar, the fastest growing distributor of POS (Point-of-Sale) and AIDC (Automatic Identification and Data Collection) RFID and mobility solutions, was awarded Alien's Most Valued Distributor for its commitment to working with Value-Added Reseller (VAR) partners to help deliver POS and warehousing hardware and software solutions. BlueStar is Alien's largest distributor and the number one conduit through which Alien products reach the AIDC channel.

"Alien's products serve to prove the maturation of GEN2 with hardware cost reductions and impeccable tag read performance," said Dan Miller, BlueStar's RFID program manager. "BlueStar will continue its dedication to RFID, and providing the industry's widest selection of products and solutions."

The Most Valued Value-Added Reseller was awarded to Xterprise for its leadership around the world in applying RFID core technology to new and existing supply chain business processes.

"As we pioneer new RFID-enabled innovative solutions across the enterprise with our applications, having a growing and reliable partner like Alien Technology with products we can depend on is instrumental to the integrity of our solution," said Dan Ahearn, vice president of partnerships and alliances at Xterprise. "We are proud of this recognition by Alien and look forward to continuing our relationship with them."

XIO Strategies was honored as Alien's Most Valued Consultant/Solutions Integrator for providing RFID and unique identification consulting services to the federal government and its agencies. XIO has played an integral role in the rollout of RFID technology throughout the Department of Defense supply chain.

"It is exciting for XIO Strategies to be recognized for the work we have accomplished thus far with Alien Technology," said Mary Ann Wagner, president of XIO Strategies. "We feel privileged to have found such a dedicated partner in facilitating the adoption of RFID in the federal government."

Creativesystems was honored as Alien's Most Valued Value-Added Solutions Partner for Europe, Middle East, Africa and India. Creativesystems is Alien's leading partner in the Portuguese and Spanish markets and is responsible for several major customer deployments.

"We are honored by the recognition as Alien's Most Valued partner," said Francisco Melo, managing director for Creativesystems. "Alien is the leader in RFID and Creativesystems is proud to bring customer value with Alien's RFID portfolio of Gen2 products and services."

### **About The Kennedy Group**

The Kennedy Group's Logistics and RFID Solutions Division is a leader in RFID technology, providing turnkey assistance in helping major manufacturers to test, specify, install, service and support their EPC-compliant, fully integrated systems. It has the largest smart label and tag manufacturing capacity in North America and the only automated quality control inspection capability for EPC-compliant tags. Its RFID tags, labels, cards, hardware and support services represent the most seamless, delivered solutions available for accurate, real-time tracking and identification of expendable and/or reusable containers, racks, pallets and other material handling applications. The Kennedy Group is also a member of EPCglobal US. For more information, visit [www.kennedygrp.com](http://www.kennedygrp.com)

### **About BlueStar**

BlueStar is a leading solutions-based distributor of Point-of-Sale, Bar Coding, Data Collection, RFID, and Wireless Mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequaled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. For more information, visit [www.bluestarinc.com](http://www.bluestarinc.com)

### **About Xterprise**

Xterprise Incorporated was founded in 2002 as a provider of RFID (Radio Frequency Identification) applications. Today, Xterprise applications and solutions combine Microsoft technology, continuous improvement and lean supply chain expertise, enterprise supply chain systems integration along with RFID technology to deliver previously unachievable levels of visibility, assurance, accuracy, process improvement and value to clients. The company has pioneered RFID Service Oriented Architecture (SOA) applications and RFID data analytics throughout its deployments in North America, Asia and Europe. For additional information, visit [www.xterprise.com](http://www.xterprise.com)

### **About XIO Strategies**

XIO Strategies has proven expertise in addressing the critical challenges of business and organizational transformation. By leveraging a collaborative culture and unique expertise in supply chain management, Automatic Identification Technology, program and project management, as well as strategic change management consulting, XIO helps elite clients make technology work. For more information, visit [www.xiostrategies.com](http://www.xiostrategies.com)

### **About Creativesystems**

Pioneer in the application of RFID in a series of industrial, logistics, retail and services applications, Creativesystems withholds a vast experience in this technology. The developed solutions privilege simplicity and scalability, integrating beyond RFID innumerable other automatic identification state of the art technologies, such as portable data terminals and barcode systems, amongst others. Creativesystems represents RFID equipments and solutions from Alien Technology, Printronix and Ekahau. For more information please visit the website: [www.creativesystems.pt](http://www.creativesystems.pt)

### **About Alien Technology**

Founded in 1994, Alien Technology is a leading technology and product provider of UHF Radio Frequency Identification (RFID) Integrated Circuits (IC), tags, readers and professional services. Alien Gen2 products, along with software solutions from partners, help solve business problems for customers to improve productivity, processes, security and asset tracking for closed-loop and supply chain systems. These solutions are currently implemented in industries such as consumer packaged goods, retail, manufacturing, transportation, airports and cargo logistics, government and defense, and more. Alien's patented Fluidic Self Assembly (FSA™) technology and related proprietary manufacturing processes are designed to enable the manufacture of high volume, low-cost RFID tags. Quatrotec, Inc., a wholly owned subsidiary of Alien Technology, is a specialized professional services and technology firm that provides complete solutions to meet the sophisticated requirements of the transportation industry. Alien's facilities include corporate headquarters in Morgan Hill, CA; RFID tag manufacturing facility in Fargo, ND; the Alien RFID Solutions Center in Dayton, OH; Quatrotec's offices at the San Francisco International Airport (SFO); and sales offices in the US, Europe and Asia. Alien is a member of EPCglobal. For more information, please visit [www.alientechnology.com](http://www.alientechnology.com)

