



Matica plc
("Matica" or "the Company")

Director's Dealing

Chairman and management hold 29.9%

Matica, the international supplier of card personalisation and card mailing systems, announces that SCL Holding SA, a company wholly owned by Sandro Camilleri, Matica Chairman, has acquired 1,811,307 shares in the Company from Kaitech Spa, Matica's original parent company.

The shares were acquired a price of £1 per share, representing an 27% premium to the closing share price on 17th July 2007 and equal to the issue price on Matica's admission to AIM in April 2007.

Following this transaction Sandro Camilleri will be interested in 29.9% of the issued share capital of Matica, by virtue of the above personal holding and his majority interest in Manplus Holding, the company through which the management of Matica hold 1,200,000 shares in Matica.

Kaitech Spa has sold also to Mr Ariaudo 452,827 shares of Matica representing the 4.5% of Matica issued share capital at the price of £1 per share.

Following the above transactions Kaitech Spa holds 2,813,466 shares, representing 28.0% of the issued share capital.

Sandro Camilleri commented:

"This share acquisition demonstrates my strong belief in Matica's business and its future prospects. 2006 was a year of substantial progress and we have traded well in the early months of 2007. We are confident of continued good progress this year and beyond."

- Ends -

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Notes to Editors

Since 2000, Matica has grown rapidly to become an international supplier of card personalisation and card mailing systems in approximately 70 countries. The Group offers one of the most complete ranges of card personalisation systems, used for a wide range of plastic card personalisation including: credit and debit cards, smart cards, identification cards, security cards, SIM cards for mobile telephones, pre-paid telephone cards, membership cards, loyalty cards, electronic payment cards, patient cards, insurance cards and gift cards. The Group also produces a range of metal plate embossing systems for the personalisation of items such as vehicle identification number plates, military dog tags and industrial products.

Based in Milan, Italy, Matica was admitted to trading on AIM in April 2007.