



FOR IMMEDIATE RELEASE

Matica PLC

Matica announces Joint Venture in the U.S.

Matica PLC (“Matica or the “Company”), the UK quoted company which designs and manufactures card issuance machines, is pleased to announce it has formed Matica Americas LLC (“Matica Americas”). Matica Americas has been formed as a 50-50 joint venture with Matica and a U.S. partner. The new operation, which will open this month, will provide the same complete sales, service, parts, supplies and customer support, from its new Eden Prairie, Minnesota location, that has made Matica the second largest worldwide producer of card issuing and mailing systems. Under the terms of the joint venture agreement, both Matica and the US partner are committed to capital contributions to the joint venture of up to \$1,500,000 which is payable in monthly installments over three years.

Mr Sandro Camilleri, the Chief Executive Officer of Matica commented “We strive to provide our customers with quality product, extensive customer service and support throughout the world. In keeping with these goals, an American joint venture facility was the logical next step in expanding our capabilities. The American location will provide solutions to meet the needs of our end-user customers and dealers by offering our complete range of card issuance and mailing systems.

“Now we can continue to expand our market coverage and support our U.S., Canadian and Latin American customers from a central location in America. This addition, along with our other acquisitions over the past few years, serves to position Matica as a worldwide card personalisation and mailing systems leader.”

Steve Blake has been appointed the President and CEO of Matica Americas. Mr. Blake brings over 25 years of experience in the card and transaction industry. He has held executive positions with leading card personalisation companies including Datacard, IdentiSys, Laminex and Fargo Electronics and has a track record of leadership, customer responsiveness and dramatic sales increases within these organisations.

Mr Blake commented “I look forward to the opportunity to bring the Matica card personalisation and mailing systems to the Americas market. I am dedicated to providing our customers and distributors with the quality, flexibility, customer service and support that is needed in our markets.

“In establishing the Matica Americas facility, our top priorities include a team that is focused on providing world class support and communicating the superior strengths of Matica’s products and services while driving revenue growth. I am extremely confident that we will achieve these goals.”

Steve Blake and Sandro Camilleri, along with Gary Holland, Chairman of the Board of Matica PLC, bring over 60 years of card personalisation expertise and are noted leaders in growing companies as well as providing the vision and leadership skills to bring new products and services to market.

“I am very excited to be working once again with Steve Blake and am confident that our Matica Americas operations will be extremely successful under his leadership,” said Gary Holland. “I look forward to seeing the installation of our systems throughout the Americas and know that the customer service and distribution organization Steve is putting together will be of the very highest quality that Matica has come to be known for in the industry.”

Over 19.4 billion cards were manufactured globally in 2007 and this is forecast to rise to 29.2 billion cards by 2010. Within this marketplace, the U.S. is the largest region, representing 47% of the total card personalisation industry in 2007. Given the importance of the U.S. market, Matica believes it to be critical to establish a physical presence as a basis for accelerating its U.S. sales and that through this joint venture it will create a strong domestic platform from which to develop and grow a U.S. business.

Globally demand for card personalisation machines remains buoyant driven by the growth in credit card use, technological changes such as the switch from magnetic cards to smart cards and continued global concerns over security and safety. In addition, new market trends are emerging such as gifts cards, sim cards, transport and loyalty cards, all of which are contributing to the growth across the sector.

Matica’s trading in 2008 has not been impacted by the downturn in the global economic climate and continues to be ahead of 2007 and in line with management’s expectations for the year.

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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 100 countries. The Group offers one of the most complete ranges of card issuance 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. More information can be found at www.maticacs.com.