



Cham, Switzerland – May 1, 2008

**Former Sirsi executive to lead U.S. subsidiary of
global RFID solutions vendor**

Library Technology Veteran Lamar Jackson Appointed President and CEO of Bibliotheca Incorporated USA

Bibliotheca, the global leader in open RFID technologies for library automation and media security, today announced the appointment, effective immediately, of Lamar Jackson as president and CEO of Bibliotheca Inc., headquartered near Philadelphia in Feasterville, PA.

“With our bringing onboard an experienced and proven library technology leader like Lamar, Bibliotheca is building on its recent successes and taking another strategic step in expanding our global technology leadership,” said Matthias Joos, CEO of Bibliotheca RFID Library Systems AG. “Today, we are the No. 2 provider of RFID solutions for library materials handling automation and media security worldwide, a degree of leadership that provides our customers with an incredible depth of technology expertise and a track record for creating new and innovative solutions in the evolving market.”

Joos continued, “Lamar’s role as president and CEO of Bibliotheca in the United States will focus on strengthening the company’s position in the American marketplace as recognized experts in customer-specific and fully integrated

BIBLIOTHECA RFID Library Systems AG
Public Relations . Birgit Lindl . DraechsIstrasse 7 . D – 81541 Muenchen
Ph. +49 (89) 6511 5388 . Fax +49 (89) 6511 5492
birgit.lindl@bibliotheca-rfid.com
www.bibliotheca-rfid.com



Cham, Switzerland – May 1, 2008

RFID and materials handling solutions. We're confident that Lamar will help us go to the next level of success in the United States, just as we have done in Europe."

Jackson has more than 25 years' experience in technology sales, marketing, and customer relations, including 17 years working with the library community. In 1991, Jackson joined Sirsi Corporation, where he held a range of U.S. and international management roles, including most recently the role of vice president of international sales and marketing. As part of the team that grew Sirsi into the global leader in library automation software, Jackson was instrumental in developing and growing a number of foreign operations for the company, including Australia, Canada, Latin America, Middle East and China, as well as establishing the company's first strategic alliances program. In addition to his corporate roles, Jackson has been a career-long advocate for international trade, an interest that has led him to serve participate and lead local, regional and national efforts to promote international trade; he is past president of the North Alabama International Trade Association. A graduate of the University of Mississippi, Jackson resides with his family in Huntsville, AL.

BIBLIOTHECA RFID Library Systems AG

Public Relations . Birgit Lindl . DraechsIstrasse 7 . D – 81541 Muenchen

Ph. +49 (89) 6511 5388 . Fax +49 (89) 6511 5492

birgit.lindl@bibliotheca-rfid.com

www.bibliotheca-rfid.com



Cham, Switzerland – May 1, 2008

Contact:

Lamar Jackson
President and CEO
Bibliotheca Incorporated

2570 West Maple Avenue
Feasterville, PA 19053, USA

Office +1 215-750-8111
Mobile +1 256-655-8500
Email amar.jackson@bibliotheca-rfid.com
Skype lamarjackson

About Bibliotheca RFID Library Systems

Bibliotheca RFID Library Systems, headquartered in Cham, Switzerland, specializes in the development, manufacturing and marketing of software and hardware for automation and media security in libraries. With more than 300 installed projects, Bibliotheca is the European market leader; internationally, the company is the No. 2 provider of RFID solutions for libraries. Bibliotheca is currently maintaining branches in the USA, Canada, Australia, Germany, Denmark and Italy.

The BiblioChip® RFID System complies with the latest ISO standards as a non-proprietary and customer-specific integrated solution. It enables library visitors to check out and return media independently 24 hours a day, increases the efficiency of central library processes and ensures optimum security for all media types. Bibliotheca's modular complete solution delivers state-of-the-art software as well as all hardware components, such as self-check stations, return machines, sensor gates, mobile handheld readers and RFID labels. Bibliotheca won the Swiss Technology Award in 2005 and the Zug Innovation Prize in 2004.

BIBLIOTHECA RFID Library Systems AG

Public Relations . Birgit Lindl . DraechsIstrasse 7 . D – 81541 Muenchen
Ph. +49 (89) 6511 5388 . Fax +49 (89) 6511 5492
birgit.lindl@bibliotheca-rfid.com
www.bibliotheca-rfid.com