



CMP's RFID World 2007 Debuts the Industry's First RFID Excellence in Business Awards

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IRVINE, Calif., Dec. 11 /PRNewswire/ -- CMP's RFID World, the world's largest industry event focused on radio frequency identification and advanced track and trace technologies, will host the first "RFID Excellence in Business" Awards at the RFID World 2007.

The RFID Excellence in Business Awards showcases achievement, innovation, and unique applications that illustrate the power and functionality of RFID. Award applications may be submitted until 12:00 p.m. PST on February 5, 2007 at www.rfid-world.com. Companies and/or individuals may self-nominate or nominate others. Separate panels of three distinguished judges will judge each of the five award categories. The judges will select a winner in four of five categories. In the case of one of the categories, the winner will be decided on the basis of a vote by attendees at RFID World 2007. RFID Revolution, LLC is co-sponsoring the RFID Excellence in Business Awards and administering the awards process.

The RFID World Conference & Exhibition is scheduled to be held March 26 - 28, 2007 at the Gaylord Resort Hotel near Dallas and includes more than 200 exhibiting companies from North America, Europe, and the Asia-Pacific region including signature sponsor, ThingMagic; platinum sponsors: Siemens, Reva Systems, ADT/Tyco, and Impinj; as well as gold sponsors Intel, BEA Systems Inc., Reltronics Technologies Inc. and Insync.

RFID World is the most effective place to generate awareness, leads and sales. The extensive exhibition provides technology vendors with an unsurpassed environment to meet face-to-face with key decision makers across all industries as well as press and analysts. The three-day event offers enterprise users and systems integrators a comprehensive view of key issues surrounding the RFID business case, applications and technology alternatives. RFID World 2007 features panel sessions, case studies, experiential information to help individuals pinpoint challenges and pain points of their operations.

Speaking applications for RFID World are now being accepted. For additional information, visit www.scievents.com/rfid07.

For RFID World 2007 program information or to register, go to www.rfid-world.com.

About CMP Technology (www.cmp.com)

CMP Technology is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight

and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

About RFID Revolution (www.rfidrevolution.com)

RFID Revolution, LLC is a market strategy consulting firm focused on helping companies with emerging RFID solutions drive revenue growth. The firm provides a broad range of assistance to vendors of RFID products and services, from market strategy and research to product promotion. All services are aimed at helping companies leverage information about real needs in the marketplace to transform promising technology into viable commercial solutions. RFID Revolution assists end-user companies in making better RFID investment choices by helping them understand the opportunities and risks posed by the rapidly evolving RFID industry. Based in the Washington, DC area, the company also serves associations, government agencies, investment firms, and law firms seeking to better understand the RFID marketplace.

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