



FOR IMMEDIATE RELEASE

Reva Systems Expands into Asian RFID Market

Opens Asian Headquarters in Tokyo, Japan

Chelmsford, Mass., January 29, 2008 – Reva Systems, the leading radio frequency identification (RFID) network infrastructure provider, today announced the opening of its first Asia Pacific office in Tokyo, Japan. Serving as regional headquarters for Reva’s sales and technical operations, the Tokyo office allows Reva to support accelerating RFID deployments among key customers and channel partners in the Asia Pacific and Japan (APJ) region.

Reva’s Asian-based team will include sales, business development, marketing, systems engineering and customer support resources. The office is led by Reva’s Vice President of Asia Pacific and Japan sales, Satoshi Shiba. Shiba most recently was regional director and then general manager of Voltaire Ltd. in Tokyo. Responsible for sales in the APJ region, Shiba managed OEM relationships, channel partners and regional sales teams. Before Voltaire, Shiba was with Brocade Communications Systems based in Beijing, where he served as sales director for OEM & New Business for greater China.

Reva has established a global RFID presence through international partnerships, and the company is opening an office in the APJ region to expand on this success. “RFID network infrastructure is the key to UHF RFID success in Asia, especially now that production deployments have highlighted Reva’s ability to satisfy the challenges of this market,” Mr. Shiba said. “Reva’s architecture approach and products are

revolutionizing RFID implementation. I joined Reva because I believe their unique network-based solutions pave the way for widespread adoption of RFID in Asia.”

“An improved regulatory environment in Asia and increasing use of RFID standards suggests that 2008 will be a strong growth year for RFID deployments in the APJ region,” said Ashley Stephenson, Reva’s chairman and co-founder, who spearheaded the company’s entrance to Asia. “During 2007 Reva Systems successfully engaged in many RFID trials across the APJ region. We are now expanding our organization to establish a regional presence in order to better support our growing customer and partner base.”

About Reva Systems

Reva Systems develops RFID network infrastructure products that enable customers to rapidly deploy scalable solutions in any environment. Reva’s standards-based Tag Acquisition Processor (TAP) products facilitate improved system performance, manageability and accuracy while significantly lessening implementation time and complexity. Reva products are delivered by a global network of partners and deployed worldwide by enterprises leveraging innovative RFID applications to generate value in diverse industries. Reva was founded in 2004 and is headquartered in Chelmsford, Mass. For more information, visit www.revasystems.com.

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