

**FOR IMMEDIATE RELEASE**

**RFID4U and Alien Technology Announce RFID Certification Course Collaboration**

***The Industry-Leading Training & Solutions Firm will offer more geographic coverage for CompTIA RFID+ certification training course in collaboration with RFID Solutions Center***

Sunnyvale, CA, April 12, 2010– RFID4U®, announced that it has reached a partnership agreement with Alien Technology®’s RFID Solutions Center, Dayton, OH to resell their respective RFID training and certification courses. This agreement will allow either company to respond to increased training needs and also provides better geographical coverage to both. Through the arrangement, customers of RFID4U and the RFID Solutions Center will be able to more easily choose locations and dates convenient to them.

"Offering jointly the Alien RFID Solution Center and RFID4U training programs are a natural fit," said Sanjiv Dua, CEO of RFID4U. "By increasing the geographic availability of our certification programs, customers will have more locations and dates to choose from. With budget constraints the way they are in this economy, the increased availability saves our customers money and allows projects to move forward sooner." Both companies have agreed to expand their training offerings as part of a multi-phase and long term cooperation plan.

The availability of courses in Dayton Ohio is a strategic move that opens the East Coast and Midwest markets to RFID4U as well as placing it within driving distance of 80% of RFID-focused companies in the United States. The Dayton area has increasingly become a hub for RFID technology and innovation, making it a logical expansion location. Alien benefits from the new facility as well as RFID4U's established training locations in San Jose, CA, Washington DC, Las Vegas.

According to Industry Week, the RFID market is expected to reach $5.5 B in 2010 and grow to $8.25 B in 2014. Dua believes that much of this growth will be due to the technology training, processes, and best practices maturing over this time.

The agreement went into effect March 6th, 2010. Details of the financial aspects of the agreement have not been released.

**About RFID4U**

RFID4U® are global providers of RFID Knowledge, Solutions and Consulting Services with projects throughout the US, Europe and Asia. Our team of experienced consultants are industry recognized and trusted Subject Matter Experts known for their participation in major industry initiatives, authoring respected white papers, publishing best selling RFID Certification books and speaking at major trade shows and industry events. RFID4U partners with the best RFID manufacturers, service providers and laboratories throughout the world, demonstrating cutting edge technology to solve business challenges throughout diverse organizations in all industry verticals. Further details can be found on the company web site <http://www.rfid4u.com> or call 1-866-400-RFID

**About Alien Technology**

Alien Technology is a leading provider of UHF RFID products and services, including RFID ICs, inlays, readers, and education. Alien is headquartered in Morgan Hill, California, with Alien Technology Asia in South Korea and the RFID Solutions Center located in the Dayton, Ohio region. Alien also maintains sales offices in the US, Europe, Asia and Australia.

Learn more about Alien’s award-winning Higgs™-3 RFID IC, our performance-leading Squiggle® inlay product line, and the renowned RFID Academy at: [www.alientechnology.com](http://www.alientechnology.com/).

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