



FOR IMMEDIATE RELEASE

Reva Systems Opens European Headquarters

Regional office in Düsseldorf, Germany, leads global buildout

Chelmsford, Mass., October 1, 2007 – Reva Systems, the leading radio frequency identification (RFID) network infrastructure provider, today announced the opening of its first European office in Düsseldorf, Germany, serving as regional headquarters for Reva’s direct sales and operations teams. The company has gained significant global RFID presence with international partners and customers worldwide, and the Düsseldorf office allows Reva to more readily support key customers and channel partners in the European Time Zone with accelerating RFID production deployments.

The office is led by Reva’s Vice President of Europe, Middle East and Africa (EMEA) sales, Frank Mild. Over the last decade Mild led sales teams generating over \$150 million annually and developed strategic partnerships throughout the EMEA region for companies such as Symbol Technologies, Riverstone Networks, and Cascade Communications. The local EMEA team also includes channel sales, business development, marketing, systems engineering and customer support resources.

Reva is pursuing a channel-centric EMEA market strategy to expand on the success of previously announced customer deployments including Sony Europe, METRO Group, and Lemmi Fashion along with others being announced shortly. “RFID network infrastructure is taking off in Europe, especially now with the success of production deployments that have highlighted Reva’s abilities to satisfy the performance challenges

of this market," Mild said. "This is going to be a busier hub of RFID activity than many people might have expected just a year ago."

Reva will continue to expand its global partner base and further develop the full market potential for RFID worldwide. "Extending our footprint with a European office staffed with local resources is an important step in Reva's growth," said Tom Schuster, Reva's chief executive officer. "It brings us closer to home with partners and customers there, but more importantly it delivers on our promise to focus globally on RFID network infrastructure that will enable international RFID solutions on a truly worldwide scale."

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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