

**25 March 2009**  
**TIME.L**

**Timestrip plc**  
**("Timestrip")**

**New Product Launch – TimestripPlus**

The Company is delighted to announce the launch of TimestripPlus – a cost-effective and simple-to-use indicator that shows if a product has been exposed to temperature abuse during storage or transit and for how long that temperature abuse lasted.

Developed from the Company's existing technology platform, TimestripPlus uses a range of specially formulated materials that each has a specific melt and freeze point. When that melting point is reached the material migrates in a controlled way through the label, and only stops once it returns to its freeze point. In this way it is possible to see at a glance how long a product spent above its safe storage temperature, even if it was at some stage returned to the correct temperature.

TimestripPlus is targeted as a cold chain tool for temperature sensitive products in the pharmaceutical, healthcare and food sectors, where the financial and safety consequences of temperature breaches are considerable. TimestripPlus are easy to use, do not require special conditioning before activation, and are easy to interpret.

The Company is delighted to announce that its distributor, Fingerprint Data Systems UK, through one of its key partners, has already secured trial orders of TimestripPlus in two large UK hospital sites. Focusing on the pharmacy supply chain, Timestrip Plus is being used to ensure that products released from the hospital pharmacy are not spending excessive periods of time above the correct temperature.

There are two stock products currently available for the following temperature thresholds: 12°C (54°F) for chilled products and 0°C (32°F) for frozen products. The Company expects to bring additional products to market with different temperature thresholds during 2009. Additional information on TimestripPlus is available from [www.timestrip.com/cold\\_chain\\_home.php](http://www.timestrip.com/cold_chain_home.php)

Reuben Isbitsky, Joint CEO Timestrip Plc comments: "We are excited to introduce this product to the market, which is the result of an intensive research and development effort over the last 18 months. TimestripPlus is manufactured using existing machinery and expertise and complements the existing product range and sales effort. We believe that there is a significant market potential for this product and expect to continue to receive strong interest from several sectors."

Ends.

For more information please contact:

Reuben Isbitsky, Joint CEO, Timestrip Plc  
Geoff Nash, FinnCap, NOMAD

01462 440700  
020 7600 1658