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Timestrip plc
(“Timestrip” or the “Company”)

Timestrip confirms Tetra as client, a division of the United Pet Group Inc

The Company announced in August that it had signed a \$3 million, exclusive three year rolling contract with one of North America’s leading consumer product companies. We are delighted to confirm that the client is United Pet Group Inc., the world’s leading marketer and manufacturer of Aquatic and Companion Pet products with market leading brand names such as Tetra.

Timestrip smart labels will be integrated into Tetra’s biggest selling aquarium filter and will also be supplied with all replacement filter cartridges sold in the North American market. Timestrip and UPG will unveil the newly designed filter at this year’s Global Pet Expo in San Diego from February 14th to 16th,

The agreement also provides for the adoption of the Timestrip smart label technology with other mass-market products in the UPG portfolio during the course of 2008.

Kevin Brenner, President, United Pet Group Aquatics – Americas said:

“Timestrip smart labels are an excellent and cost effective means of ensuring that Tetra filter cartridges are changed regularly, thus providing an optimum aquatic living environment. Our research has shown that customers welcome this technology. It makes the job of routine maintenance easier, and our exclusive adoption of the technology reinforces our position as the global brand leader in this market.”

Paul Freedman, Joint CEO of Timestrip, said:

“We are delighted to officially announce Tetra as our client, which again highlights both the application potential and versatility of our technology, which is now firmly establishing itself as an essential added value device for a broad range of consumer appliances. We are confident of developing our relationship with United Pet Group and look forward to continued progress in 2008.”

For more information, please contact:

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