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## **SkyeTek Launches Program to Support Growing Network of RFID Partners**

*500% Growth in SkyeTek RFID Partners over the Past Year Necessitates a Formal Support Program*

**Westminster, Colo., March 19, 2007** – SkyeTek, Inc., the leading provider of embedded RFID reader technology, today unveiled its SkyeTek Partner Program, designed to increase business opportunities and improve sales and profit growth for the company and its growing network of strategic partners. As SkyeTek continues to partner with industry-leading technology vendors to deliver simple, safe and secure RFID solutions to the market, the company is committed to providing every partner with a high level of service and support.

“SkyeTek intends to derive a majority of its revenue from indirect channels by building long lasting, mutually beneficial relationships with its growing network of partners,” noted Chris Turner, EVP of Sales and Business Development at SkyeTek. “We are excited to offer additional support and a number of new program benefits to our partners as we work together to embed SkyeTek’s innovative RFID technology into products and applications.”

The SkyeTek Partner Program has been designed to help SkyeTek and its partners jointly offer market leading RFID solutions to end users around the globe. Specifically, the following benefits are available:

### **Gain Incremental Revenue/Profit**

- Improve ability to target high growth RFID market
- Receive sales assistance on key customer deals
- Receive qualified leads from SkyeTek

### **Improve Customer Satisfaction**

- Enhance support capabilities through increased training
- Gain access to SkyeTek technical support staff

### **Become a Market Leader in “RFID”**

- Join forces with SkyeTek, a leader in the RFID market
- Launch joint marketing initiatives and awareness campaigns

“As a reseller of SkyeTek reader technology, we are always looking to identify and sell into new applications for embedded RFID,” states Xuan Yulong, CEO of HangZhou ZiYTek. “We are excited to join the SkyeTek Partner Program and look forward to receiving the program benefits that will help us drive sales and improve customer satisfaction.”

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The SkyeTek Partner Program is now available to all current and potential partners in three distinct categories:

**Channel Partners** – The SkyeTek Partner Program has been specifically designed to help distributors and resellers of SkyeTek reader technology to better identify and close new RFID opportunities.

**Business Partners** – The SkyeTek Partner Program provides a number of benefits to business partners, including as systems integrators, who are thought leaders in developing embedded RFID solutions.

**Technology Partners** – The SkyeTek Partner Program has been designed to also help support partnerships with key RFID technology providers, such as tag and antenna vendors – companies critical to delivering complete solutions to SkyeTek customers.

To learn more about the program and its benefits, please visit the SkyeTek partner website at:

<http://www.skyetek.com/Company/Partners/PartnerOverview/tabid/361/Default.aspx>

**About SkyeTek, Inc.**

SkyeTek, Inc. develops reader technology that enables the pervasive adoption of RFID as an embedded feature in existing products. Customers use SkyeTek's technology to create new applications for their product lines in areas such as anti-counterfeiting, configuration management, consumables authentication, item-level inventory, patient safety, patron management, contactless payment, and mobile data collection. SkyeTek specifically designed AURA to serve as the multi-frequency, universal reader architecture for embedded RFID applications. AURA's common architecture disaggregates the RFID reader into a ReaderWare software layer, optimized for broad tag support, reader intelligence and easy application integration, and ReaderDNA hardware reference designs, crafted to optimize read range / performance while exploiting Moore's Law for gains in cost, space, and power efficiency. SkyeTek offers its AURA-based products as either a SkyeModule or ReaderWare license, which comes with access to ReaderDNA. Customers using SkyeTek represent numerous vertical markets and range from mid-market companies to Fortune 500 corporations. Based in Westminster, Colo., SkyeTek sells exclusively through OEMs, systems integrators, and distributors. For more information about SkyeTek, visit [www.skyetek.com](http://www.skyetek.com) or call 720-565-0441.

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