

## Recall Surpasses 50 Million RFID Tags and Introduces On-Demand RFID Reporting

*Global Information Management Solutions Provider Continues First In the Industry, Innovative RFID Technology Leadership*

**Norcross, Ga./San Diego, Ca.—OCTOBER 27, 2014**—Recall Holdings Limited (ASX: REC), a global leader in document storage, digital document management and data protection, announced at the 59th annual ARMA Live! Conference & Expo that more than 50 million assets stored in its information centers are now managed utilizing radio frequency identification (RFID) tags and technology. Recall's RFID technology, which has been in operation for more than nine years, serves customers in 24 countries and enables the rapid tracking of cartons, individual files and back-up tapes stored in Recall's information centers. Recall is also the only company with the capability of providing printable labels for in-house asset management to its clients, allowing our customers a greater choice in their information governance activities.

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In addition, Recall announced yesterday the release of Recall Portal, which empowers customers with a web-based capability to self-generate RFID audit reports on-demand. Recall Portal enables customers to custom-design RFID audits across all geographies and product service lines whenever they choose, significantly strengthening information governance by identifying where all physical assets are stored.

This week's announcements solidify Recall's position as the information management industry's prime innovator in the utilization of RFID. Industry-firsts include:

- 2005: Recall introduces RFID pilot program in U.S.
- 2007: Recall offers RFID on document storage cartons globally
- 2011: Recall offers RFID on individual files and back-up tapes globally

- 2013: Recall offers printable RFID tags for in-house asset tracking
- 2014: Recall introduces self-created, on-demand RFID reports

“For nearly a decade, Recall has served as a global pioneer of RFID technology in the information management industry. With more than 50 million assets already identified globally using RFID technology and more than 500,000 new RFID tags created each month, no other provider matches our global offerings in this space,” said Ron McMurtrie, Vice President, Chief Marketing Officer, Recall. “In our ongoing effort to bring customers the best technologies, our RFID-based solutions deliver faster, more efficient access and control over their information, regardless of location or product offering. Recall RFID-based solutions assure our customers the benefit from the highest level of inventory accuracy unmatched by anyone in the industry.”

RFID technology enhances information governance capabilities on cartons, files and back-up tapes to identify needed information quickly, with more than 99.9 percent accuracy. With RFID, audits can be conducted in a matter of hours, instead of days and weeks and assists in the management of retention policies, which are critical to maintaining regulatory compliance.

“Within the industry, compliance and information governance are the main drivers for choosing to work with an information management partner. Customers prefer to work with Recall because we have the most advanced RFID technology to address compliance and information governance,” said Jon Poole, RFID Manager, Recall. “Placing customized RFID audits in the hands of the customer via Recall Portal substantially strengthens their ability to create, implement and enforce information governance standards.”

Through a long-term partnership with eAgile, Recall's RFID program is compliant with the ISO 18000-6C, the standard for RFID technology across the globe. Additionally, the patented process for printing, encoding and validation has achieved Six Sigma quality – minimizing the rejection rate of scans not being recognized and the instances of data not being found.