

EANS-News: Identive Group Inc. / Identive Group Appoints David Holmes VP Mobility & NFC Solutions

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Santa Ana, Calif. and Ismaning, Germany, June 22, 2011 (euro adhoc) - Identive Group, Inc. (NASDAQ: INVE) (Frankfurt: INV), a provider of products, services and solutions for the security, identification and RFID industries, today announced the appointment of David Holmes as vice president Mobility & NFC Solutions, effective July 1, 2011. In this newly created role, Holmes will be responsible for coordinating Identive's existing activities and pursuing expanded solutions offerings in the areas of mobility and near field communications (NFC).

Identive offers an array of NFC products including labels, smart tags and transponders, readers and modules, software and SDKs, as well as a number of integrated solutions incorporating NFC technology, such as idOnDemand's patent-pending NFC OTP applications.

Ayman S. Ashour, chairman and CEO of Identive Group stated, "Dave Holmes is one of the pioneers in the NFC industry and has significant experience in pulling together the components needed to create, deliver and manage contactless mobile solutions. The timing is right for Identive to expand our focus on this exciting space, and Dave is the ideal person to take on this new role. In addition to driving NFC initiatives across our ID infrastructure offerings, Dave will be pursuing new revenue generating opportunities with mobile solutions and applications that leverage the breadth and depth of Identive's IP and expertise in NFC and other contactless technologies."

Since October 2008, Holmes has served as vice president and general manager, Americas for Identive's SCM Microsystems business unit, where he spearheaded the expansion of SCM's customer base, streamlined the organization and supported the introduction of a new broad range of RFID contactless infrastructure products. Prior to joining SCM, Holmes spent several years with NXP Semiconductors, a global semiconductor company focused on the identification, mobile communications and consumer electronics markets, where he served as the Americas marketing and business development manager for NFC, contact and contactless reader ICs, security ICs and contactless services. He led a team responsible for

developing and fostering an NFC ecosystem, focusing on hardware manufacturers, software developers, system integrators and content and service providers. Holmes also headed up NXP's contactless services business in the Americas, which included key management and secure application delivery systems. Previously, Holmes held a variety of sales, marketing and engineering positions with Philips Semiconductors, Vishay Intertechnology and Lucent Technologies. He holds an MBA from Portland State University and a BS in Industrial Engineering from the University of Nebraska.

Commented Holmes, "I am excited to take on the challenges of this new role at a time when mobility and identity management are rapidly converging. NFC-enabled smart phones and other mobile devices will soon be everywhere, driving the need for new products, solutions and expertise to address applications from smart advertising to cashless payments. With our focus on addressing customers along the value chain, Identive is in a unique position to benefit from the opportunities arising from NFC technology and an increasingly mobile consumer and business lifestyle."

About Identive Group

Identive Group, Inc. is an international technology company focused on building the world's signature group in secure identification-based technologies. The businesses within Identive Group have deep industry expertise and are well-known global brands in their individual markets, providing leading-edge products and solutions in the areas of physical and logical access control, identity management and RFID systems to governments, commercial and industrial enterprises and consumers. Identive's growth model is based on a combination of strong technology-driven organic growth from the businesses within the group and disciplined acquisitive development. For additional info visit: www.identive-group.com.

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