

For Immediate Release
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Hunter Paine Enterprises Launches the SmartStick™ for RFID Enabled Pallets

Pittsburg, CA: A new product from Hunter Paine Enterprises (HPE), the SmartStick™, was launched this week at Interpal '06, the International Pallet Congress convening in Victoria, Canada. Designed to provide quick, inexpensive, reliable and permanent integrated RFID (Radio Frequency Identification) tracking for pallets, the SmartStick™ is embedded with one or more RFID tags and mounts directly to the stringer boards of a pallet. Mounted in the deck plane between existing deck boards, the SmartStick™ is protected from forklift tine impact and direct contact by product loads. Because the SmartStick™ is thinner than other structural deck boards, the RFID tag "floats" below the pallet load providing improved read rates over the conventional "slap and stick" mounted tags.

Designed to meet the needs of RFID pilot programs currently being implemented, the SmartStick™ provides retailers, manufacturers and the pallet industry with an integrated RFID solution for product tracking, providing users with lower supply chain costs and higher overall profits. The SmartStick™ attaches to any pallet using conventional nails and is easily integrated into pallet manufacturing and repair operations. The SmartStick™ comes in various widths and lengths, accommodating virtually any customer specified RFID tag or pallet structure. The enclosed structure deters intentional tampering of RFID tags, protects the tags from the elements and protects against accidental tag loss or damage.

"Created primarily to meet the needs of the pallet industry, we expect the SmartStick™ to greatly enhance the adoption and implementation of RFID based inventory management systems in both retail and manufacturing environments," says HPE President, Arthur Roth, "We are very pleased with and encouraged by the enthusiastic response and support from pallet users and RFID technology suppliers." The company is working with several customers and multiple RFID tag suppliers and expects the SmartStick™ to be in use in various market applications by the second quarter of 2006.

About Hunter Paine Enterprises

Established in 1999, Hunter Paine Enterprises, LLC (HPE) is a privately held company committed to developing innovative, cost effective and patented technologies that will be used as replacements for wood in commercial and industrial applications. The company's first product offering is Lexite™, a structurally superior wood replacement composite lumber. Launched initially into the transportation and logistics industry, Lexite™ will be used to build pallets and to supply replacement boards for pallets. Made from recycled post consumer waste including scrap tires, Lexite is 100% reusable and recyclable. Other products include the SmartStick™, a patent pending technology providing a quick, inexpensive, reliable and permanent method of mounting RFID tags on pallets. As a company, Hunter Paine is committed to innovating traditional businesses with sustainable, ecological and pollution free products. The company headquarters and manufacturing facilities are both located in Pittsburg, CA.

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