

Marne-la-Vallée, December 21, 2010

**HOLOGRAM STRENGTHENS POSITION IN THE US WITH THE ACQUISITION
OF LABEL SYSTEMS AUTHENTICATION**



Hologram. Industries announces today the acquisition by its US subsidiary SecureMark Decal to acquire the assets of **Label Systems Inc. and Label Systems Authentication LLC (LSA)**.

Based in Bridgeport (Connecticut - USA), LSA is specialized in the design, manufacture and distribution of holographic security labels for brand protection and product authentication.

This acquisition will:

- **consolidate Hologram. Industries' presence in the US market** through a solid industrial and commercial base;
- provide immediate access **to a second industrial platform** under advantageous conditions;
- strengthen its local skill base by adding the expertise of a new team specialized in the **manufacture of security holograms**;
- further reinforce the Group's position as a provider of **brand protection solutions**.

With 30 employees, in 2010 LSA is expected to have more than US\$4 million in revenue from the sale of brand product authentication labels. LSA's customers include companies such as Motorola for which it provides security solutions for batteries and accessories. On a pro forma basis including SecureMark Decal, Hologram. Industries' US operations in 2010 would represent sales of more than US\$7 million **with a balanced mix between the government sector and brand protection**.

Subject to the fulfillment of the remaining conditions precedent, LSA's acquisition for an initial amount of €1.8 million would take effect on December 31, 2010 and be financed from the Company's available cash. The Sellers would also receive an earn-out payment to be based on revenue from existing business over the 2011-2015 period.

For further information: <http://www.lsauthentication.com/>

OUTLOOK

Following the acquisitions of Advestigo (France), SecureMark Decal (USA) and Keesing Reference Systems (NL), Hologram. Industries will continue to pursue its strategy of developing through targeted acquisitions that expand the Group' technological offering of anti-counterfeiting solutions.

Upcoming events: 2010 annual revenue:

Tuesday - January 18, 2011

Hologram. Industries is a provider of high security anti-counterfeiting solutions for:

- Identity documents
- Vehicle documents
- Brand products
- Fiduciary documents;
- Identifying and searching for illicit digital content

In 2009 the Group had sales of €28.3 million. Hologram. Industries' expertise is based on two major technology areas: computing and optics.

www.hologram-industries.com

Euronext Paris– ISIN Code: FR0000062168



Financial communications

Asset Com

Laurence Costes

Tel.: + 33 1 41 22 90 95

lcostes@assetcom.fr

Media relations

Kablé Communication

Catherine Kablé

+33 1 44 50 54 75

catherine.kable@kable-cf.com

Investor relations

Hologram. Industries

Grégory Wagemans

+ 33 1 64 76 31 00

finances@hologram-industries.com