

24 January 2005

**APPLIED OPTICAL TECHNOLOGIES PLC**  
("AOT" or "the Company")

**CONTRACT RENEWALS FOR THE NATIONAL FOOTBALL LEAGUE AND  
NATIONAL HOCKEY LEAGUE**

Applied Optical Technologies plc, the supplier of anti-counterfeiting technologies and services, and premium packaging for brand enhancement and protection, announces that it has been awarded multi-year extensions to its brand protection programmes with the National Football league ("NFL") and the National Hockey league ("NHL").

The contracts, which will last until March 2010 and December 2008 respectively, involve the manufacture and supply of a range of products featuring unique holograms, as well as other anti-counterfeiting security features. The product range is manufactured at AOT's operation in Parkton, Maryland.

Mark Turnage, Chief Executive, commented: "We are delighted to have signed these contract extensions. This now means that AOT has long term contracts with all four major sports leagues in the United States of America and reflects the strength and market leading position of our brand protection operations."

- Ends -

**For further information, please contact:**

**Applied Optical Technologies plc**

Mark Turnage, Chief Executive ([mturnage@AOTgroup.com](mailto:mturnage@AOTgroup.com))

Mike Angus, Finance Director ([mangus@AOTgroup.com](mailto:mangus@AOTgroup.com))

**0191 419 3344**

**Weber Shandwick Square Mile**

Nick Osborne

**0207 067 0700**