



# *Invitation*

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## **OTI to Present at Needham Annual Growth Conference**

**Iselin, NJ, January 7, 2010** - On Track Innovations Ltd, (OTI) (NASDAQ: OTIV), a global leader in contactless microprocessor-based smart card solutions, for homeland security, payments, petroleum payments and other applications, today announced that Ohad Bashan, president of OTI, will be presenting at the 12th Annual Needham & Company, LLC Growth Conference at 8:40 a.m. (Eastern) on Thursday, January 14, 2010 at the New York Palace Hotel, New York, NY.

A presentation regarding OTI's market positioning, financial performance and strategic direction will be provided.

On Track Innovations Ltd. (OTI) is a leading contactless smart card solution provider. Applications developed by OTI include product solutions for:

1. SmartID - Homeland security solutions– national ID cards, e-passports and medical cards.
2. Payments – Cashless solution for small ticket items and EasyPark parking payment solution.
3. EasyFuel – Fuel management and petroleum solution.

One-on-one meetings with OTI are available throughout the conference.

For those who are unable to attend, a webcast of the presentation will be available at: [http://www.otiglobal.com/Investors\\_Introduction](http://www.otiglobal.com/Investors_Introduction).

The Needham Growth Conference is one of the largest and best attended growth-stock conferences, with more than 300 presenting companies and close to 1,500 institutional investors and venture capital professionals. Key sectors for this conference include: Communications Technology & Services, Industrial & Diversified Growth, Internet Services, IT Hardware & Consumer Electronics, Medical Technology & Services, and Storage Networking.

### **About OTI**

Established in 1990, OTI (NASDAQ- GM: OTIV) designs, develops and markets secure contactless microprocessor-based smart card technology to address the needs of a wide variety of markets. Applications developed by OTI include product solutions for petroleum payment systems, homeland security solutions, electronic passports and IDs, payments, mass transit ticketing, parking and loyalty programs. OTI has a global network of regional offices to market and support its products. The company was awarded the Frost & Sullivan 2005 and 2006 Company of the Year Award in the field of smart cards.

For more information on OTI, visit [www.otiglobal.com](http://www.otiglobal.com), the content of which is not part of this press release.

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