

For immediate release:

AXCESS' Active RFID Personalizes Marketing for Retail Stores *Facilitates Safety for the Visually Impaired through Recognition Technology*

DALLAS, May 18, 2005 – AXCESS International Inc. (OTCBB: AXSI.OB), a leading provider of Active Radio Frequency Identification (RFID) systems, today announced that its wireless tagging solution is being used in Awarea Corporation's Omni program to create personalized marketing and advertising in downtown Seattle, as well as providing neighborhood and emergency information. The system has also been adapted to facilitate use by the visually impaired by enabling way-point, safety and navigation information to be announced at the push of a button.

“Using active RFID for an advertising solution was a completely new application, but we have successfully evolved our technology to take advantage of the opportunity,” commented Ben Donohue, VP of Business Development for AXCESS. “Active RFID has again proven its versatility with a single solution not only creating personalized marketing for retail stores, but also providing a valuable service for the visually impaired by activating audible safety and navigational cues.”

The Omni program uses AXCESS' ActiveTag™ RFID receiver equipment to create wireless public area 'Omni-Zones'. Individuals entering the Omni-Zone perimeter carrying a key-fob style active tag are recognized as the tag is read, and then are presented with relevant announcements via overhead speakers. The system also will provide additional information at the press of a button on the tag, when a particular item is of interest. Users may also customize the method of content delivery to a text message, email, phone call, or a Bluetooth-driven headset. This targeted presentation of information will better enable stores to reach their key consumers, reducing wasted advertising expense.

“This personalized marketing to the consumer creates a new pathway to deliver advertising messages,” commented Harry H. Hart III, President and Founder of Awarea Corporation. “On-demand, personalized information in public areas will not only be used for marketing and special needs, but historical and navigational information can be given to tourists, as well as tracking and notification to first responders in an emergency.”

AXCESS' patented ActiveTag RFID product uses small, battery powered tags (generically called “active” tags) that when automatically activated, transmit a wireless message typically 30 to 100 feet to hidden palm size receivers. The receivers are connected via an industry standard interface to existing security alarm equipment or networked on the existing corporate network. Optionally, the tag system can also be used to trigger security video recording and live remote video transmission. The tags are used for a variety of security applications including automatic personnel access to facilities, automatic vehicle access to parking areas and yards, corporate asset tracking and protection, as well as special purpose sensing. Automatic email alerting and paging is offered for rapid response to security incidents.

About AXCESS International Inc.

AXCESS International Inc. (OTCBB:AXSI), headquartered in greater Dallas, TX, provides Active RFID (radio frequency identification) for physical security and supply chain efficiencies. The battery-powered (active) RFID tags locate, identify, track, monitor, count, and protect people, assets, inventory, and vehicles. AXCESS' Active RFID solutions are supported by its integrated network-based, streaming digital video (or IPTV) technology. Both patented technologies enable applications including: automatic “hands-free” personnel access control, automatic vehicle access control, automatic electronic asset management, sensor management, and network-based security surveillance. AXCESS is a partner company of Amphion Capital Partners LLC.

About Awarea Corporation

Awarea was incorporated in 2004 after four years of development and commercial testing. Awarea was formed from SuperBrain Corporation to provide certain i-Assist, i-Area, i-Target, Ambush Marketing and i-Flash information services.

Media Contact – AXCESS

Stephanie Collins
972-250-5981
scollins@axcessinc.com

Investor Relations – Financial Dynamics

Michael A. Polyviou / Peter Schmidt
212-850-5748 / 212-850-5654
mpolyviou@fd-us.com / pschmidt@fd-us.com

Media Contact – Awarea Corporation

Harry H. Hart III
206-600-7777
harry.hart@awareacom

This release contains forward-looking statements as defined in Section 21E of the Securities Exchange Act of 1934, including statements about future business operations, financial performance and market conditions. Such forward-looking statements involve risks and uncertainties inherent in business forecasts.

Source: AXCESS International, Inc.