



*Protecting People*  
*Protecting Brands*

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

### FOR MORE INFORMATION:

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### VERIFY BRAND, INC. announces its participation in the FDA Counterfeit Drug Task Force Public Workshop/Vendor Display.

January 2006, Verify Brand, Inc. announces its participation in the FDA Counterfeit Drug Task Force Public Workshop/Vendor Display. Verify Brand's Chairman David Dillon will be speaking and participating in a panel and Verify Brand will be demonstrating its patent-pending product serialization, authentication and tracking solution.

The Food and Drug Administration (FDA) is conducting a public workshop and vendor display on the use of electronic track and trace technology to combat counterfeit drugs February 8-9, 2006. The purpose of the meeting is as follows: To identify incentives for widespread adoption of radio-frequency identification (RFID), as well as obstacles to the adoption of RFID across the U.S. drug supply chain and possible solutions to those obstacles; to solicit comment on the implementation of the pedigree requirements of the Prescription Drug Marketing Act (PDMA) and the use of an electronic pedigree (e-pedigree); and to learn the state of technology development related to electronic track and trace and epedigree technology solutions. See the agenda at: <http://www.fda.gov/oc/meetings/rfidagenda.html>

Verify Brand is widely considered to be the first and leading supplier of a comprehensive product security platform covering the introduction of product serialization into a manufacturing process using bar codes, RFID, human readable and overt and covert security technology, creating broad based, real time and flexible product authentication, management of unauthorized and detected events, tracking of legitimate product and reporting. The Verify Brand platform helps increase visibility into and the transparency of the supply chain.



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### **About Verify Brand, Inc.**

Verify Brand, Inc. provides product security solutions based on product serialization and ubiquitous authentication that help organizations combat product counterfeiting, diversion and other supply chain intrusions and thereby helps ensure the use of authentic and safe products by end customers. The Verify Brand solution can help reduce corporate risk and cost, improve financial performance and increase the value of product and company brands. Verify Brand is a wholly owned subsidiary of The Meyers Printing Companies, Inc. Meyers has been in business since 1948, has over 350 employees and is a Six Sigma company with ISO 9001/2000 certification.

Verify Brand: ***“Protecting People, Protecting Brands”***

Additional information is available at [www.verifybrand.com](http://www.verifybrand.com), email [verify@verifybrand.com](mailto:verify@verifybrand.com) or call 763-235-1400.