



FOR IMMEDIATE RELEASE

J.R. SIMPLOT COMPANY DEPLOYS VB ENTERPRISE 2.0 TO SUPPORT SERIALIZING, MANAGING AND TRACKING PRODUCTS

Minneapolis, Minn. – (February 24th, 2010) – Verify Brand LLC is pleased to announce that it has successfully deployed components of its VB Enterprise 2.0 software suite and centralized data management for the J.R Simplot Company, Boise, Idaho.

Specifically, Verify Brand has deployed its VB Enterprise UID Procurement, UID Management, Reporting and Administration software modules that now enable J.R. Simplot Company to place a unique identification (UID) at every stage of new variety research from lab to field.

All product serialization and related data is stored in Simplot’s dedicated Microsoft SQL Server 2008 database in the Verify Brand central and secure data center. The data is available real time via the VB Enterprise UID Management software and all system use is available for standard or customized alerts and reporting or exported to multiple reporting applications. Access to the data repository is via real time secure Internet connection or via publisher subscriber in a “disconnected” environment. As a result, J.R. Simplot is able to develop and maintain a unique line throughout the development process. Verify Brand also provided a variety of pre-serialized labels required to meet varying handling and environmental conditions.

“We are very pleased to have been selected by J.R. Simplot Company to supply our VB Enterprise software and support services for this important business need,” said Kevin Erdman, President of Verify Brand. “Simplot is a highly respected leader in their industry and we feel privileged to be a valued partner in their efforts to expand and improve the supply of high quality products to the world.”

About Verify Brand, LLC

Verify Brand specializes in providing businesses and governments with single-source, highly configurable and comprehensive Web-based software solutions for product serialization, product logistics, brand protection and brand promotion, as well as the central and management of related data and professional services required to support these efforts on a global basis.

The patent-pending Verify Brand solution is validated and currently in use by major corporations in over 18 countries and a dozen languages and creating “Value Through Visibility”. For more information: <http://www.verifybrand.com>.

About J.R. Simplot Company

The J.R. Simplot Company, a privately held agribusiness firm headquartered in Boise, Idaho, responsibly brings earth's resources to life with an integrated portfolio that includes phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing, food brands and other enterprises related to agriculture. Simplot's major operations are in the U.S., Canada, Mexico, Australia, New Zealand and China, with products marketed in more than 40 countries worldwide. For more information: <http://www.simplot.com>.

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