

**For Immediate Release**

**News release**

<b>Contact:</b>  <b>ORBID CORPORATION</b> Kevin Simmons Managing Director Sales 155 Montgomery Street Suite 201 San Francisco, CA 94104 415.421.2100	<b>Contact:</b>  <b>Verify Brand, Inc.</b> <b>Kevin B. Erdman</b> <b>President</b> <b>7277 Boone Avenue North</b> <b>Minneapolis, MN 55428</b> <b>763-235-1402</b>
--	---

ORBID Corporation and Verify Brand, Inc. Announce an Agreement to Strategically Sell and Market ORBID 2DMI Technology and Verify Brand Product Authentication and Tracking capabilities.

San Francisco, CA August 12, 2005– ORBID Corporation, a developer of secure track and trace systems used in the identification and protection of products, today announces an agreement with Verify Brand, Inc. to jointly market and sell brand owners the patented ORBID 2DMI technology and patented-pending Verify Brand serialization, product authentication, event management, tracking and reporting capabilities.

ORBID's 2DMI system utilizes security marks that can be unobtrusively incorporated into any products packaging and label designs. Each 2DMI mark is unique and can be printed in virtually any color, in any size, and on any surface while remaining rapidly read by commercial off-the-shelf cameras and standard imagers and even web cameras and camera phone. Boxes, labels, and individual pills or capsules printed or etched with 2DMI marks are unique, and can be cross-checked for authenticity against a secure database kept only by the Verify Brands, or the manufacturer. 2DMI is a closed system, and the marks themselves appear as unintelligible graphical representations of encrypted data. Only the manufacturer of the products will hold the unique algorithm that unlocks the data represented by the marks, making mass reproduction of marks by counterfeiters impossible.

Verify Brand's service model is enabled by innovative web-based software applications and a robust and highly secure data center that provides for the creation and application of an encrypted ORBID 2DMI code and an associated unique human-readable numeric or alphanumeric code on individual product labels or packaging. Any type or amount of product or other data may be input and associated with both codes. This model then enables brand owners, distributors, retailers and end customers to easily verify the authenticity of products using the Internet or telephone and detects and identifies the location of unauthentic codes. The Verify Brand model also includes the ability to confirm the existence and authenticity of other product security technologies. The system manages events created by unauthentic codes, facilitates event reporting, logs and

analyzes all verification activity and field submitted data, provides reports and alerts, all in real or near real time and can be integrated with other business management applications. This product authentication model provides valuable real time data about product voracity or lack thereof at any point in the supply chain, helps to capture otherwise lost revenue and profit and helps sustain highly valuable product and corporate brands.

“ORBID is very pleased to be working with Verify Brand. Verify Brand’s capabilities in serialization, authentication and data management are the perfect compliments to ORBID’s 2DMI technology .Verify Brand’s core offerings such as VeriSure!™ and VeriTrack!™ allow brand owners to authenticate their products in real-time using the Internet and now manage counterfeit or diverted product events in real time.” said Michael Simmons, President & CEO of ORBID Corporation. “2DMI ‘s ability to provide encrypted machine readable serialization at unit level combined with human readable serialization and Verify Brand’s data and event management capabilities is a powerful combination.”

“A combined simple, but encrypted machine-readable and human readable form of unique product identification and authentication is in demand and can now be satisfied”, said Kevin Erdman, President of Verify Brand, Inc. “We find the Orbid 2DMI technology very compelling and from every indication, the market does as well. We believe that this combined solution will help to satisfy customers requiring innovative and more effective product security and the knowledge that its investment in security is working.”

### **About ORBID Corporation**

ORBID Corporation is a provider of marker solutions that secure, verify, and identify all forms of products and data. ORBID Corporation holds patents for two-dimensional, three-dimensional, and digital rights management marker technologies. ORBID's customers employ the 2DMI, 3DAS, and 4DRM systems for brand protection, anti-counterfeit, anti-diversion, and document, product and data security purposes. ORBID Corporation is a US-based company headquartered in San Francisco, California with offices in Shannon, Ireland and Almere, The Netherlands. For more information please visit [www.orbidcorp.com](http://www.orbidcorp.com).

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

Verify Brand, Inc. provides innovative and customized serialization, product authentication, event management and tracking and reporting solutions that help brand owners combat product counterfeiting, diversion and other supply chain intrusions. Verify Brand solutions help to ensure the authentic and safe distribution and use of products by suppliers and by customers, respectively. The Verify Brand solution can help reduce corporate risk and cost, improve financial performance and increase the value of brands. Verify Brand is headquartered in Minneapolis, MN. For more information please visit our web site at [www.verifybrand.com](http://www.verifybrand.com).

Verify Brand: *“Protecting Your Customers, Protecting Your Brands”*  
Additional information is available at [www.verifybrand.com](http://www.verifybrand.com) or email [verify@verifybrand.com](mailto:verify@verifybrand.com).