



FOR IMMEDIATE RELEASE

CCL, INC. AND VERIFY BRAND, INC. ANNOUNCE AN AGREEMENT FOR CCL TO SELL AND PRODUCE THE VERIFY BRAND PRODUCT SERIALIZATION AND AUTHENTICATION SOLUTION

Product serialization, authentication, event management, tracking and reporting solution will help CCL customers combat product counterfeiting, diversion and other supply chain problems

May 15, 2006, Minneapolis, MN – CCL Label and Verify Brand jointly announce an agreement for CCL Label to sell and produce the first-to-market, patent-pending Verify Brand product serialization, authentication, event management, tracking and reporting solution to the healthcare and personal care industries. The Verify Brand solution enables manufacturers, distributors, retailers, businesses and consumers to verify the authenticity of products using the Internet or telephone. The comprehensive Verify Brand platform is based on proprietary technology that generates or imports random or sequentially generated alphanumeric or numeric codes or EPCglobal numbers and seamlessly enables application to individual product labels or packaging on a secure platform. Codes can be carried directly on products or their packaging in human readable, bar code, RFID tags, covert security, or all of the above and at multiple levels of packaging associated with one another and product or other data. The solution allows the manufacturer, suppliers and customers to more easily identify counterfeit, adulterated or diverted products early and in real time, manage unauthorized events, track and report all verification activity in real time, including creating chain-of-custody or electronic pedigrees. CCL Label will utilize Secure Code ControlSM in their production facilities to obtain, print, verify and associate customer data with secure verification codes. CCL will also market and sell the VeriSure!SM Internet-based verification and event management and VeriTrack!SM real-time verification activity logging, analysis and reporting services. Both services can be customized for consistency with a manufacturer's current brand protection, production and manufacturing and marketing communications, such as integration with a corporate Web site. Verify Brand will also support customer installations with a variety of professional services for a complete and turnkey solution.

While applicable to many industries, the Verify Brand solution clearly supports the FDA report, "Combating Counterfeit Drugs". The report stated that the "use of mass serialization to uniquely identify all drug products is the single most powerful tool available to secure the U.S. drug supply". Through its

use of the Internet, the Verify Brand solution will engage the largest possible population of verification points, enable distributors, retailers and end customers to easily detect and report the location of counterfeit or diverted product and manage these events in real time. The concept of uniquely identifying products will significantly increase the visibility into and transparency of the supply chain and thereby support manufacturers efforts to reduce the corrosive affects of counterfeiting, diversion, return fraud and other illegitimate supply chain activities.

About CCL Label, Inc:

CCL Label Inc. has served the packaging, promotional and pharmaceutical industry for over 50 years and is the Global leader for pressure-sensitive self-adhesive labels for prime, pharmaceutical and promotional products. CCL Label Inc. designs and prints a wide range of high-quality paper and film, pressure sensitive, security, RFID, in-mold, shrink sleeve, expanded content, inserts/outserts and Spinformation® rotating labels and printed promotions to help leading consumer product marketers in support of their brand strategies. CCL Label Inc. has plants located throughout North America, Europe Asia and Latin America offering specialized press technologies and unmatched capabilities on a global level. CCL innovations enable companies to clearly differentiate and effectively promote and protect their products and brands with eye-catching consumer appeal. CCL Label Inc. is wholly-owned by CCL Industries Inc., a public specialty packaging company listed on the Toronto Stock Exchange trading under the symbols CCL.A and CCL.NV.B. CCL Industries Inc., with headquarters in Toronto, Canada employs approximately 4,700 people and operates 47 production facilities in North America, Europe, Latin America and Asia.

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“Product serialization, whether human readable, in bar code or RFID format along with ubiquitous web or telephone verification can significantly enhance traditional and emerging brand protection strategies, including label or packaging security,” said Kevin Erdman, President and CEO of Verify Brand, Inc.

“Exposing serialized products to verification at the largest possible number of points and capturing and reporting on this activity in real time will increase the probability of detecting counterfeit and diversion events and increase deterrence.”

“Serialization is key to delivering a cost effective brand protection strategy said John Pedroli, group vice president, U.S. Label Division, CCL Label Inc. “Now that we are an authorized Verify Brand partner we can enhance our offering to meet the growing needs of our customers for state-of-the art, brand authentication capabilities.”

About Verify Brand, Inc.

Verify Brand, Inc. provides brand protection solutions that help manufacturers combat product counterfeiting, diversion and other supply chain intrusions and thereby help to ensure the distribution, purchase and use of authentic and safe products. The Verify Brand solution can help reduce corporate risk, reduce expenses, improve financial performance and increase the value of brands. The patent-pending Verify Brand solution is validated and currently in use by major US companies.

Verify Brand: “Protecting Your Customers, Protecting Your Brands”

Additional information is available at www.verifybrand.com, email verify@verifybrand.com or call 763-971-1316.

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