



Value Through Visibility

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Verify Brand Announces the Release of VB Enterprise 2.0

The Most Comprehensive and Configurable Software for Secure Serialization, Serialized Product Management, Authentication, Track and Trace, Alerts, Reporting and Administration

Minneapolis, Minnesota, December 21, 2009 –VB Enterprise 2.0 is a suite of Web-based and highly configurable software applications hosted in a central and secure data center enabling end-to-end functionality for distributed secure serialization, serialized component or end-product management and tracking, as well as supply chain Digital Authentication, Track and Trace®. VB Enterprise 2.0 is also equipped with comprehensive real time alerts and reporting of all system usage and Verify Brand or customer administration of users, system, locations, components, products, work flows and more. Significant new software and data management platform enhancements have been made, responding to customers need to improve or expand supply chain and product security, tax or royalty collection, product authentication, tracking and logistics and brand promotion.

- Microsoft .Net Framework 3.5 and SQL Server 2008
- Applications hosted in central and secure data center
- Secure Internet communications
- Six configurable and comprehensive applications
- Modular in deployment, infinite scalability
- Secure access and use
- Operates real time or disconnected
- Complete system administration
- Multiple configurable user interfaces
- Supports mobile devices
- Internationalized for global language support
- Extensive, customizable and exportable reporting
- Simple and efficient deployment and upgrades
- Easily integrated with ERP or WMS systems
- Supportive of standards and regulations

Verify Brand's patent pending platform manages the life cycle of unique identification applied to products or their components and thereby dramatically increases visibility into the movement of these items for brand owners and governments. Our solutions address numerous customer challenges including counterfeiting, grey market diversion, product authentication, tax or royalty payment assurance, warranty and return fraud, theft, container disposition, recalls, manufacturing overruns, as well as product and brand promotion. Verify Brand is the experience leader in providing simple to sophisticated serialization, digital authentication, track and trace, reporting and secure data management solutions. VB Enterprise software is deployed and supporting customers around the world in over 18 countries, over a dozen languages and multiple industries.

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