



Value Through Visibility

FOR IMMEDIATE RELEASE

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Verify Brand™ Announces the Release of *VB Enterprise 4.0*

Minneapolis, MN, January 3, 2012 – Verify Brand™ announces the release of version 4.0 of its market-leading *VB Enterprise 4.0* software. *VB Enterprise 4.0* is a suite of holistic, highly configurable and globally capable Web, client and mobile software applications that enable comprehensive serialization platforms and *Digital Authentication, Track and Trace*® across the supply chain. *VB Enterprise 4.0* software applications are providing important and real time product information, authentication, tracking and reverse logistics for enhanced supply chain visibility and customer interaction. *VB Enterprise 4.0* is deployed on a global basis for high technology, printing supplies, food, medical products, luxury and other product manufacturers.

Notable enhancements include:

- Built on latest Microsoft platforms including Microsoft MVC 3.0, Microsoft .Net Framework 4.0 and Microsoft SQL Server 2008 R2
- New, faster and more intuitive Web 2.0 user interface
- Increased performance through the use of data optimization and asynchronous processing
- Security expansion through database encryption and more configurable user roles
- WebAPI and OData standard implementation for enterprise-wide B2B integration
- Expanded reporting and drill-down capabilities
- Updated Service Bus, allowing support for any communication standard
- New or enhanced mobile applications for iPhone, Android and BlackBerry devices
- Enhanced client application support for production and distribution locations

VB Enterprise 4.0 applications, provided as a Software-as-a-Service, are hosted in the Verify Brand™ or customer's central and secure data center and leverage secure cloud-based data management resources to maximize cost effectiveness. Web, client and mobile applications provide a holistic platform of software necessary to enable all functionality in an end-to-end *Digital Authentication, Track and Trace*® system for customers in any industry, any size and government. *VB Enterprise 4.0* provides valuable real time visibility and information required to combat serious security threats to and improve the management of manufacturers' and governments' supply chains.

About Verify Brand™

Verify Brand™ is the experience leader in providing simple to sophisticated serialization-based *Digital Authentication, Track and Trace*® systems. Verify Brand's patented "Authentication and Tracking System" provides unique identification life-cycle management and thereby dramatically increases the visibility into the movement and authenticity of serialized items anywhere. Our systems help brand owners and governments address numerous supply chain challenges, including counterfeiting, grey market diversion, product authentication, tax or royalty payment assurance, warranty and return fraud, theft, recalls, manufacturing overruns, as well as product and brand promotion. *VB Enterprise 4.0* is supporting customers in multiple industries around the world.

