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NEWS RELEASE

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New Firm, Verify Brand Inc., Introduces Innovative Methods for Helping Manufacturers Combat Product Counterfeiting and Diversion

Company's secure product labels and Web-verification services help distributors, retailers and consumers easily ensure product authenticity

MINNEAPOLIS, March 18, 2004 — The Meyers Printing Companies today announced the launch of Verify Brand Inc., a wholly owned subsidiary focused on preventing product counterfeiting and ensuring consumers have easy access to authentic, safe products. Based in Minneapolis, Verify Brand has developed a unique security technique that enables consumers to verify the identity of a product – via Web or telephone – to ensure that it is authentic, not a counterfeit. Manufacturers also can utilize the technology to implement a timely recall, if needed.

Verify Brand's security process works by attaching a secure product label with a unique alphanumeric code to each individual product – whether it's a box of pain medication, a DVD or an auto part. Manufacturers, distributors, consumers and other concerned parties can submit the unique code via telephone or a Web verification site to confirm authenticity. The Web verification service also provides manufacturers with a variety of real-time reports on verification activity, including the ability to locate counterfeit or diverted products.

(more)

“Verify Brand increases the safe and authentic use of products by consumers, while also helping manufacturers reduce significant financial and economic losses from product counterfeiting, diversion and necessary product recalls,” said Kevin Erdman, president, Verify Brand Inc. “Our underlying technology is well-established and incurs minimal disruption to manufacturing or operational processes. And, because it uses common tools such as the Internet and telephone, consumers have convenient, easy access to our verification services.”

Verify Brand’s security technology is applicable to many different products in a diverse range of industries, from electronics to food distribution to government. In the pharmaceutical industry, Verify Brand supports provisions in the recently released FDA report “Combating Counterfeit Drugs,” which notes 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.”

Verify Brand Inc. provides a total solution to help manufacturers, distributors and others combat product counterfeiting and diversion. Customers of Verify Brand Inc. will increase the value of their brands, reduce their corporate risk and potentially improve their financial performance. Verify Brand Inc. is a wholly owned subsidiary of The Meyers Printing Companies Inc. Based in Minneapolis, The Meyers Printing Companies has been in business since 1948, employs more than 350 people, and is a Six-Sigma company with ISO 9001/2000 certification.

Verify Brand: “Protecting your customers, protecting your brands.”

For additional information, visit the company’s Web site at www.verifybrand.com, email verify@verifybrand.com or call 763.971.1316.

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