



NEWS RELEASE

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Kevin Erdman: 763-235-1402
kevin.erdman@verifybrand.com
President - Verify Brand, Inc.

VERIFY BRAND, INC. ANNOUNCES THE ESTABLISHMENT OF A EUROPEAN OFFICE

August 1st, 2007, Minneapolis, MN – Verify Brand, Inc. the leader in Digital Authentication and Track & Trace solutions based on secure mass serialization (numeric tokens or codes) today announced the opening of a new office in The Netherlands and the appointment of Twan Timmermans as Director of Sales, EMEA. Mr. Timmermans is responsible for directing all sales and marketing activities and supporting current projects in the region. Mr. Timmermans has a background in International Sales and Marketing and has extensive experience in software solutions, including security systems integration.

Verify Brand's Software as a Service (SaaS) approach provides industries with the most experienced and extensive system to enable companies to bring the inexpensive benefits of Digital (product) Authentication and Track & Trace to protect their products, customers and brands. Web-based, digital authentication of unique product identification and tracking and tracing (DATT) of product movement is the only truly effective method of combating unauthorized, prolific and highly effective supply chain intrusions. With this solution, brand owners are able to locate and effectively address issues such as counterfeiting, diversion, return and warranty fraud, product recalls, unauthorized contract manufacturing and field inventory management.

Verify Brand is working with brand owners in the US, Latin and South America, Asia and Europe in multiple industries, including pharmaceutical and medical products, electronics, agrichemicals, high value consumer brands, government and others. The power of secure and unique identification of

products and the subsequent authentication and tracking of their movement is highly compelling and increasingly a key component of brand owner's efforts to gain more control of their supply chains. Verify Brand offers the most sophisticated solution available, complete with all the software, hardware, services and flexibility that major brand owner's require.

About Verify Brand, Inc.

Verify Brand, Inc. provides Digital Authentication and Track & Trace with reporting solutions and related services. Verify Brand solutions help brand owners combat unauthorized supply chain activities, conducted by highly organized and committed organizations, and thereby help to ensure the use of authentic and safe products by consumers. The Verify Brand solution thwarts counterfeiting and diversion by providing "visibility to the eatches". Verify Brand: Protecting People, Protecting Brands. Additional information is available at www.verifybrand.com, email sales@verifybrand.com or call 763-235-1400.

Contact Information:

Twan Timmermans
Director of Sales, EMEA
PO Box 4855
NL-4803 EW Breda
The Netherlands
twan.timmermans@verifybrand.com