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**VERIFY BRAND CONTRACTS WITH INTELLIGENT NUTRIENTS TO  
PROTECT THE NEW CERTIFIED ORGANIC HEALTH AND BEAUTY BRAND  
FROM COUNTERFEIT AND DIVERSION**

*Technology Ensures Confidence in Brand's Authenticity*

Minneapolis, Minn. – (October 30, 2008) – Verify Brand Inc. is pleased to announce it is working with Intelligent Nutrients™ to ensure the leading edge certified organic health and beauty products developed by Horst Rechelbacher are authentic from the point of production until they reach the consumer and are not distributed to unauthorized retailers.

The patent-pending Verify Brand Digital Authentication, Track and Trace® (“DATT”) system is in operation and enables Intelligent Nutrients to create and place unique security codes on every product. The codes allow Intelligent Nutrients, its specialty retailers such as Barneys New York, and its consumers to easily and in real time verify the authenticity and proper location of products anywhere in the world.

Intelligent Nutrients products and ingredients are certified organic by the highest standards in the world – the USDA’s National Organic Program and the United Kingdom’s Soil Association. These certifiers do not allow for any toxic ingredients.

Unfortunately as with many other industries, the beauty, health and organic industries face an increasing threat of counterfeiting and unauthorized distribution (also known as diversion). Millions of counterfeit and potentially unsafe products are sold throughout the world on a daily basis to oftentimes unsuspecting consumers.

“Intelligent Nutrients recognizes the unique value in their brand and feels a strong responsibility to protect their customers from potential counterfeit or diverted product. We are very pleased to provide our Digital Authentication, Track and Trace system to support their strategic objectives,” said Kevin Erdman, president Verify Brand. “Our system is simple to use – we can capture and report activity at any point in the supply chain, and in real time. This increases the likelihood of detecting counterfeit and diversion events and provides an opportunity to respond quickly to those events. More importantly, our DATT system will help discourage these illicit activities before they even occur.”

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*Verify Brand Partners with Intelligent Nutrients cont'd...*

The Verify Brand DATT system is accessed using any device that can connect to the Internet or phone line. A human or machine readable version of the security code is entered individually or en masse and returns secure code status in milliseconds. The system logs all authentications and other system activity and, based on customer defined business rules, supports real time alerts on unauthorized activity, event management and responses. All activity is dynamically catalogued into customer defined reports which are monitored 24/7 in real time or distributed on a scheduled basis providing crucial new data with which to improve business management.

“We’re a step ahead of the black market and the first to do this in the health and beauty industry,” said Melissa Christenson, president Intelligent Nutrients. “With Verify Brand DATT technology consumers can trust that all Intelligent Nutrients products are safe and authentic blends of nutritious organic food ingredients certified to the highest standards. Verify Brand offers the solution that allows our consumers to feel confident that the Intelligent Nutrient products they purchase are just that – genuine Intelligent Nutrient products.”

About Verify Brand, Inc.

Verify Brand, Inc. provides product security and brand protection solutions that help brand owners protect the integrity of their supply chain, their customers and their brands. Verify Brand can help reduce corporate risk, improve financial performance and increase the value of brands. The patent-pending Verify Brand solution is validated and currently in use by major corporations in over a dozen countries in North America, South America, Europe and Asia. Verify Brand: “Protecting Customers, Protecting Brands”. Additional information is available at [www.verifybrand.com](http://www.verifybrand.com).

About Intelligent Nutrients

Intelligent Nutrients, the company founded by environmental and health and beauty visionary Horst Rechelbacher, has its headquarters in Minneapolis. The Intelligent Nutrients line of health and beauty products will be sold through flagship stores in Minneapolis and New York, specialty retailers, salons, spas and at [www.intelligentnutrients.com](http://www.intelligentnutrients.com).

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