

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Verify Brand, Inc. and NOSCO Announce an Agreement to Jointly Produce and Sell the Verify Brand Solution

Product security and authentication solution will help protect the pharmaceutical industry from product counterfeiting and diversion practices

MINNEAPOLIS, July 19, 2004 – Verify Brand, Inc. announces an agreement with NOSCO to jointly produce, market and sell the patent-pending Verify Brand product security and authentication capabilities to pharmaceutical and medical products brand owners. The solution is based on proprietary technology that generates and applies a serialized or unique alphanumeric code in human-readable or scannable format to individual product labels or packaging in a high-secure environment. The solution then enables brand owners, distributors, retailers and consumers to easily verify the authenticity of products using the Internet or telephone. The solution also logs all verification activity and user-submitted reports, detects and identifies the location of counterfeit and diverted product, and provides reports and alerts, all in real time.

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NOSCO has already integrated Verify Brand's Secure Code Control™ software, designed to securely request, generate, imprint, inspect and return codes to the Verify Brand secure Web server for later verification. NOSCO will market and sell VeriSure!™ Internet and call center verification and VeriTrack!™ real-time verification activity logging, analysis and reporting services. Both services can be customized for consistency with a brand owner's current brand protection, production and manufacturing and marketing communications, such as integration with a corporate Web site.

While applicable to many industries, the Verify Brand solution supports the recently released FDA report, "Combating Counterfeit Drugs." The report stated 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." Through its use of the Internet, the Verify Brand solution will engage the largest possible population of verification points and enable all steps in the supply chain, as well as the consumer, to easily verify product authenticity and report the location of counterfeit or diversion events in real time.

According to Russ Haraf, president, NOSCO, "Pharmaceutical companies are faced with the increasing threat of counterfeiting and diversion. At NOSCO, one of our goals is to help brand owners protect product integrity by giving them tools to identify and eliminate the counterfeiting and diversion of their products. We are pleased to work with Verify Brand to bring this exciting new technology to the pharmaceutical industry and bolster brand owners' abilities to protect their consumers and their brands. One of the unique things about the Verify Brand solution is its ability to enable the consumer to easily

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verify authenticity prior to consumption without the need to use a special device for verification.”

“Product serialization, whether human-readable, in bar code or RFID format along with ubiquitous Web or telephone verification can significantly enhance traditional and emerging brand protection strategies, including label security,” said Kevin Erdman, president, Verify Brand, Inc. “Exposing serialized products to simple verification at the largest possible number of points and capturing and reporting on this activity in real time will increase the probability of detecting counterfeit and diversion events and increase deterrence.”

About Verify Brand, Inc.

Verify Brand, Inc. provides innovative and customized brand protection solutions that help organizations combat product counterfeiting and diversion and thereby ensures the use of authentic and safe products by consumers. The Verify Brand solution can help reduce corporate risk and cost, improve financial performance and increase the value of brands. Verify Brand is a wholly owned subsidiary of The Meyers Printing Companies, Inc.

Verify Brand: *“Protecting Your Customers, Protecting Your Brands”*

Additional information is available at www.verifybrand.com, email verify@verifybrand.com or call 763-971-1316.

About NOSCO

NOSCO is a leading producer of cGMP-controlled pharmaceutical printed packaging, including folding cartons, inserts, pressure sensitive labels, Fix-a-Form[®] booklets, and specialized solutions, including Security Protection. NOSCO has manufacturing facilities in Gurnee and Waukegan, Illinois, and in Carrollton, Texas.

NOSCO: *“Complete Packaging. Individual Solutions.”*

To learn more, contact Gregg Metcalf, industry market manager for NOSCO[®] Security Protection at 704.596.8086 or at gmetcalf@nosco.com.