



Protecting People *Protecting Brands*

Verify Brand, Inc. Announces the Release of Version 2 Software Applications

Minneapolis, September 5, 2007 – Verify Brand, Inc. announces the release of Version 2 of its patent pending Web-based Product Security System for Secure Serialization, Digital (secure code) Authentication, Tracking, Tracing (DATTSM), reporting and related services. New software and platform enhancements have been made, responding to customers in multiple industries and global locations, to address brand owner supply chain challenges beyond counterfeiting and diversion and provide scalability for the world's largest brand owners and governments.

Secure Code Control[®] is the leading Secure Serialization System software and an important starting point for our DATTSM solution. Secure Code Control[®] supports a secure, comprehensive and flexible systems approach to secure product serialization, at any location and using any technology. In Version 2, many core algorithms were tuned to improve scalability. The database platform has been modified to enable the highest level of serialization, product and other data processing and management performance. As a result of the improvements, system performance has increased eight times over the previous version.

VeriSure![®] is the Web-based, Secure Code Digital Authentication engine. There are a number of new methods to authenticate secure codes, including a Web Service API for machine-to-machine authentication, email and text message authentication. Materials security features can be an important part of a layered Brand Protection Solution, but heretofore, it has been difficult for a brand owner to know when or how much they were used. We have now harnessed the real time and client interface power of our Web-based platform to verify the existence and authenticity of materials security features. A new product security auditor interface gives privileged users access to in-depth information, including a larger amount of product and other data, as well as, parent-child packaging relationships. VeriSure![®] also benefits from the database platform enhancements.

VeriTrack![®] is the Secure Code and Materials Security Authentication activity collection, analytics, alert and reporting portal. New reports have been added to support the new authentication sources.

Verify Brand, Inc. provides a patent pending Product Security Solution that enables real time, Web-based Digital Authentication, Track and TraceSM (DATTSM) solutions and related services. The Verify Brand Software as a Service solution dramatically increases visibility into a supply chain for brand owners and can thereby identify, deter and potentially eliminate a myriad of issues plaguing brand owners, including counterfeiting, diversion, warranty and return fraud, recalls, manufacturing overruns and more.

Please contact Verify Brand if you would like to discuss your product security challenges and take a tour of our enhanced system.

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