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News Release

Veridify's NFC Tags to Fight Counterfeiting

NFC-enabled smartphone and cloud solution delivers authentication

NEW HAVEN, CT, February 29, 2012 – SecureRF Corporation today announced Veridify™, an authentication and anti-counterfeiting solution based on Near Field Communication (NFC) technology that quickly validates products through an easy-to-use smartphone application. Veridify's secure NFC tag enables consumers and commercial users to confirm an item's identity and optionally retrieve or collect additional data from Veridify's cloud computing platform, using just a smartphone.

The Veridify solution incorporates Public Key cryptographic methods, embedded in the NFC tag and in the smartphone application, to provide a full range of highly secure identification and authentication functions. The embedded security methods also prevent copying or cloning of the associated tags.

Initial markets for the Veridify solution include pharmaceuticals, electronics, liquors, and luxury fashion goods that are often the targets of counterfeiters. Consumers and manufacturers will be able to immediately verify the authenticity of a product containing a Veridify tag at any time. Companies can also use a customized version of Veridify's cloud platform to support supply chain management, as well as track and trace functions. Veridify tags can be incorporated into a variety of standard or customized form factors including under a label, within a component part, or in the actual product.

"Veridify represents years of anti-counterfeiting development work, supported by the National Science Foundation, and offers the pharmaceutical market and other industries an easily implemented solution for protecting their customers and brand," said Louis Parks, SecureRF's CEO. "We are equally excited about our cloud computing functions for enhanced product marketing, including the ability to deliver offers directly to a consumer's smartphone, and supply chain utilities for our commercial customers."

The Veridify application currently operates on the Android platform, and the company plans to port it to other smartphone operating systems as vendors announce NFC-enabled models. The company will make the consumer app available through various markets and will provide customized solutions to commercial customers.

Veridify is designed to work with or without wireless connectivity. Users simply need to launch the Veridify application, tap their phone to the Veridify logo on the product, and observe their screen as an

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immediate and secure authentication is provided – if the product is genuine. If a product cannot be verified, then the user is notified with an appropriate message.

Additional features employ wireless connectivity for retrieving product information or related offers from the Veridify cloud. Commercial users in the field can collect a wide range of information such as quantities, asset condition, or service records, along with verification of time and location.

The market for counterfeit goods worldwide last year was estimated to be over $646 billion, and the United States is the market leader with an estimated $225 billion in counterfeit goods trading hands annually. The list of counterfeit goods ranges from prescription pharmaceuticals to airplane parts and golf clubs. NFC provides an ideal platform to deliver a secure authentication solution that can protect a wide range of goods. The Veridify solution leverages the introduction of NFC technology on smartphones, with Public Key cryptography, to fight counterfeiters and provide authentication and a cloud solution for a wide range of markets.

About SecureRF and Veridify
SecureRF Corporation provides security solutions for embedded systems and wireless sensor network technologies used in high value asset tracking, monitoring, and anti-counterfeiting applications in the pharmaceutical, consumer, defense, and homeland security sectors. The company's technology, based on a breakthrough in public-key cryptography that is very computationally efficient yet highly secure, provides strong authentication and data protection solutions for low-resource platforms. For more information on the Veridify solution please contact us at info@Veridify.com. More information about SecureRF can be found on its Web site at www.SecureRF.com. SecureRF's insights into RFID Security can be found on its blog at www.SecureRF.com/RFID-Security-blog/.

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