



## Press Release

### VeroPass™ Introduces its Authenticity Ad Campaign: *Did it VeroPass?*

**VANCOUVER, BC, September 1, 2009** - VeroPass launches its world ad campaign for authentication security. VeroPass authentication website is a comprehensive solution that protects consumers from purchasing counterfeit products as well as gives legitimate manufacturers complete control over counterfeit issues.

<p>Did it <b>veroPass</b>™ ?</p> 	<p>Did it <b>veroPass</b>™ ?</p> 	<p>Did it <b>veroPass</b>™ ?</p> 
<p><small>VeroPass is the trusted provider of authenticity services for products worldwide. Each day, companies and consumers rely on our services to conduct purchases with confidence. Visit <a href="http://www.veropass.com">www.veropass.com</a> for details.</small></p>	<p><small>VeroPass is the trusted provider of authenticity services for products worldwide. Each day, companies and consumers rely on our services to conduct purchases with confidence. Visit <a href="http://www.veropass.com">www.veropass.com</a> for details.</small></p>	<p><small>VeroPass is the trusted provider of authenticity services for products worldwide. Each day, companies and consumers rely on our services to conduct purchases with confidence. Visit <a href="http://www.veropass.com">www.veropass.com</a> for details.</small></p>

VeroPass solves the issue of product counterfeits with a two code process. Every VeroPass protected product has a Serial Number on the outside of the box and the second Authentication Key on the inside of the box. Using only the Serial Number, a customer can receive primary information about the authenticity, even without purchase of the product. With both codes, the customer can receive definitive information of authenticity. As the success of any anti-counterfeit process relies on the participation by the customer, by making the process as simple and hassle free as possible, the two code process encourages customers to use VeroPass whenever available.

For manufacturers, VeroPass not only authenticates their products to customers, but it can relay information about how serious the counterfeit problem is, where counterfeits are being sold, and can prevent counterfeiters to attempt manufacturing products that are VeroPass protected. VeroPass also solves the complicated issue of product returns. With VeroPass's unique return system (patent pending), merchants can easily re-authenticate a returned product without any additional work from the distributor or manufacturer. This is done in a controlled manner while keeping the integrity of the product authenticity in check and providing information about returns to the manufacturer.

#### **About veroPass**

VeroPass is the trusted provider of authenticity services for products worldwide. Each day, companies and consumers rely on our services to conduct purchases with confidence. Additional news and information about the company is available at [www.veropass.com](http://www.veropass.com)

For more information, contact:

VeroPass Media Relations: [contact@veropass.com](mailto:contact@veropass.com)

*Copyright © 2009 PTB Design Corp. All rights reserved. VeroPass and VeroPass product names are trademarks of PTB Design Corp. Other product and company names mentioned herein may be trademarks or registered trademarks of their respective owners.*

**###**