



Value Through Visibility

FOR IMMEDIATE RELEASE

Minneapolis, Minnesota, USA - (November 28th, 2011) - Verify Brand is pleased to announce that Scott Pugh has joined Verify Brand as Director, Strategic Business Development.

Scott joins Verify Brand after more than 8 years with Accenture where he most recently helped lead secure supply chain initiatives. For the last 4 years Scott has focused primarily on serialization strategy consulting for major corporations across industries, including pharmaceutical and consumer goods companies. In his new role Scott will focus on supporting customers in developing and implementing Verify Brand systems that will leverage the power of item level secure serialization to support regulatory and other business requirements focused on enhanced brand protection, supply chain security and consumer safety.

About Verify Brand, LLC

Verify Brand specializes in providing manufacturers and governments with comprehensive, highly flexible and turnkey systems including component, end product, asset and security document serialization, data management and messaging services, , third party application integration, and a complete compliment of client, Web and mobile software applications enabling product authentication, track & trace, logistics and brand promotion. The VB Enterprise 4.0 Web, client and mobile-based software suite is enabling these services for numerous and varied industry customers, globally and in multiple languages.

For more information: <http://www.verifybrand.com>

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