

**FOR IMMEDIATE RELEASE**

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**Verify Brand Announces the Release of *VB Enterprise 3.0***

*The Most Comprehensive Software for Digital Authentication, Track and Trace®*

**Minneapolis, MN, January 26, 2011** – Verify Brand LLC announces the release of version 3.0 of its leading **VB Enterprise** software suite. **VB Enterprise 3.0** is an infinitely scalable and enterprise-level suite of configurable and globally capable Web and mobile-accessed software applications.

**Notable enhancements include:**

- New applications for mobile authentication, tracking, tracing and product management:
  - Windows Mobile
  - Blackberry
  - iPhone
- Mobile devices as with Web-accessed applications will support multiple user experiences, e.g. consumer, investigators or customs officials, retail and more.
- Web-based label or security document ordering and integration with unique identification procurement.
- Added services for ERP and WMS integration.
- Added workflows for internal enterprise management of serialized components or end-products.
- Expanded reporting and scalability.

**VB Enterprise** applications are hosted in a central and secure data repository and leverage cloud based resources to maximize cost effectiveness. Web and mobile-enabled Digital Authentication, Track and Trace® provide complete forward and reverse visibility for components and end-products moving throughout the supply chain. **VB Enterprise 3.0** is equipped with comprehensive real time alerts, event management and reporting of all system usage as well as Verify Brand or customer administration of users, system, locations, components, products, work flows and more.

Verify Brand's patented "Authentication and Tracking System" provides real time unique identification life-cycle management and thereby dramatically increases visibility into the movement and authenticity of any serialized item anywhere. Our solutions help brand owners and governments address numerous challenges including counterfeiting, grey market diversion, product authentication, tax or royalty payment assurance, warranty and return fraud, theft, recalls, manufacturing overruns, as well as product and brand promotion. Verify Brand is the experience leader in providing simple to sophisticated serialization-based Digital Authentication, Track and Trace® solutions. **VB Enterprise 3.0** software is deployed and supporting customers around the world in 21 countries, over a dozen languages and multiple industries. [www.verifybrand.com](http://www.verifybrand.com)

