



## Press Release

### **RFID Veteran to Lead SecureRF Engineering Team**

*Dr. Jeffrey Zhu will head research and development*

**WESTPORT, CT, April 29, 2008** – SecureRF Corporation named Dr. Jeffrey Zhu, a top radio frequency identification (RFID) engineer, to head the product development and delivery of their highly secure RFID solutions to the marketplace.

Dr. Jeffrey Zhu has joined SecureRF™ as CTO and vice president of engineering. Zhu is in charge of designing new chips, tags and systems based the foundation of SecureRF's patent-pending security method, the Algebraic Eraser™. This breakthrough in cryptography is a lightweight yet highly secure solution that makes it possible for the first time to provide strong authentication and data protection between passive, semi-passive and active RFID tags and readers. Zhu is formerly chief technology officer and vice president of new business development at Neology Inc., and was previously the principle engineer and director of R&D at MarkIV Industries Ltd. and chief engineer at Sirit Corp.

“Jeffrey is a great addition to our team. He is among the top RFID engineers and has extensive experience developing both tag and reader technology in a variety of protocols,” said Louis Parks, founder and CEO of SecureRF. “He is fully versed on current technology initiatives and state-of-the-art practices in both asset tracking and security. Jeffrey will provide the strong design leadership and experience we need to create a new generation of RFID tags that will deliver unprecedented security performance.”

“There is a strong need for security on a variety of RFID platforms,” said Zhu. “RF security is an area that I have long been interested in so I am looking forward to this opportunity to help bring a secure solution to market.”

In his new position, Zhu will also manage product development, solution designs and support client engagements. .

During his years at Neology, Zhu successfully completed a medical cabinet and drug delivery RFID system, a RFID metal car license plate system, a RFID automatic documentation process system and a RFID Electronic Toll Collection system. Zhu earned a Ph.D. in Electronic Instrumentation from the University of Strathclyde in Glasgow, UK and holds over 13 patents related to RFID, wireless communication security, RF design, and RFID devices.

**About SecureRF**

SecureRF Corporation provides secure radio frequency identification (RFID) solutions for high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, food, defense, homeland security and other sectors. The company's technology, based on a breakthrough in cryptography that is lightweight yet highly secure, provides authentication and data protection security for RFID tags that meet both EPCglobal and ISO standards. SecureRF's LIME Tag™ is a secure, battery-assisted, passive RFID tag with optional sensors that provide cold chain management functionality. SecureRF solutions can also be licensed as a software toolkit, a core, or a chip, addressing a wide range of applications and environments. More information about SecureRF can be found on its Web site at [www.SecureRF.com](http://www.SecureRF.com).

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