



News Release

LIME Tag from SecureRF to Debut at RFID Journal LIVE! 2007

First RFID tag with Onboard Security features to be demonstrated in Booth 805

WESTPORT, CT, February 28, 2007 – SecureRF Corporation will debut its LIME Tag™ with Onboard Security™ and cold chain management features at RFID Journal LIVE! 2007. This battery-assisted passive RFID tag uses SecureRF's breakthrough in security technology that authenticates and encrypts data communications on the RFID tag itself - an industry first. It is an item-level solution that will help pharmaceutical manufacturers and other cold chain distributors provide a tamper-proof record that will prove the package is authentic, and ensure privacy by allowing only authorized readers access to sensitive information.

“We are very excited to demonstrate our EPCglobal Gen 2 tag that delivers the much-needed security demanded by many high value supply chains today,” said Louis Parks, founder and CEO of SecureRF. “Unlike other solutions in the industry that simply put encrypted data on a tag, making them easily copied or cloned, our technology makes the RFID tag an active participant in authenticating and protecting its contents.”

The company's strong Lightweight Multistream Encryption Tag (LIME Tag™) is based on SecureRF and industry standard security protocols. SecureRF's solutions include integration technology that allows its tags to be used with most of today's Gen 2 compliant readers. This will allow currently deployed systems to easily upgrade to a fully secured supply chain with little cost or change to their current network.

Mike McGregor, formerly a lead RFID chip designer at Alien Technology Corp and one of the industry's foremost RFID chip engineers, is in charge of creating the new LIME Tag. SecureRF's founders include three world-class mathematicians/cryptographers who developed the cryptographic algorithm.

One of the company's first industry deployments will be in the pharmaceutical supply chain. Manufacturers and distributors can use the authentication and data protection features of the SecureRF LIME Tag to address problems of drug counterfeiting by using a range of recognized cryptographic methods to create an unalterable electronic “seal.” Current estimates put the cost of drug counterfeiting at more than \$40 billion, according to the World Health Organization. The United States is ranked sixth on the world's top ten countries for counterfeit drug seizures/discoveries, according to the Pharmaceutical Security Institute (PSI) 2005 Situational Report.

The SecureRF LIME Tag also includes a temperature sensor. It addresses cold chain management issues by monitoring and securely recording an item-level temperature history. Tracking temperature sensitive, high value pharmaceuticals and biologicals from production to use is increasingly critical to ensuring drug safety and efficacy.

The SecureRF solution also provides strong privacy protection for consumers and will help address Health Insurance Portability and Accountability Act (HIPAA) privacy requirements. The SecureRF LIME Tag protects privacy by preventing unauthorized reading of the information in the RFID tag with strong authentication, something today's RFID tags cannot do.

SecureRF's first secure RFID tag, a battery-assisted passive tag that supports EPCglobal Class 1 Generation 2 standards, will be available for industry pilots immediately. The company plans to add secure passive and active RFID tags to its product offering in the fourth quarter of 2007.

RFID Journal LIVE! 2007 is being held at Disney's Coronado Springs Resort in Orlando, Florida. SecureRF will be providing demonstrations of the LIME Tag in booth number 805 during exhibition hours: April 30 from 6:30 PM to 8:00 PM, May 1 from 10:45 AM to 5:15 PM and May 2 from 10:30 AM to 3:30 PM.

About SecureRF

SecureRF Corporation provides secure radio frequency identification (RFID) solutions for high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, defense and homeland security sectors. The company's technology, based on a breakthrough in cryptography that is lightweight yet highly secure, provides authentication and data protection security for passive, semi-active and active RFID tags that meet both EPCglobal and ISO standards. SecureRF solutions provide additional features for cold chain management and can also be licensed as a software toolkit, a core, or a chip, addressing a wide range of applications and environments. SecureRF is a member of EPCglobal and AIM Global. More information about SecureRF can be found on its Web site at www.SecureRF.com.

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