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News Release

SecureRF Announces Availability of the First RFID Tag with Onboard Security Features

LIME Tag authenticates and encrypts data communications on the tag itself

WESTPORT, CT, April 5, 2007 – SecureRF Corporation today announced the immediate availability of its LIME Tag™ with Onboard Security™ and cold chain management features. This battery-assisted passive tag uses SecureRF's breakthrough in security technology that authenticates and encrypts data communications on the tag itself—an industry first. It is an item-level solution that provides tamper-proof data storage on the tag, and ensures privacy by allowing only authorized readers access to sensitive information. The LIME Tag will also help pharmaceutical manufacturers and other cold chain distributors track and monitor product temperature history.

"We are very excited to release 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 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 without the need for firmware upgrades. 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.

"We see a growing need for strong RFID security solutions in several areas including high value supply chain, asset management and border security, and SecureRF's linear-based technology is one of the few solutions responding to that need today," said Michael Liard, research director, RFID and contactless, ABI Research.

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 tag with strong authentication, something today's RFID tags cannot do.

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

SecureRF will demonstrate the LIME Tag at the RFID Journal LIVE! 2007 conference, in booth number 805. This event is being held at Disney's Coronado Springs Resort in Orlando, Florida. The exhibition hours are April 30th from 6:30 PM to 8:00 PM, May 1st from 10:45 AM to 5:15 PM and May 2nd 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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Note to Editors
Secure storage of information, and authentication and encryption of communications between the SecureRF LIME Tag and readers are the most important new capabilities of the solution. Until now, RFID tags—small, inexpensive devices—were limited to very low levels of security and the chip itself could not perform any active authentication or encryption of communications due to its computing performance limitations. By contrast, SecureRF's breakthrough in lightweight cryptography makes it possible for the first time to achieve high levels of active authentication and encryption in the RFID tag itself, because it is thousands of times more efficient than existing methods for an equivalent level of security. These capabilities are used to strongly protect information stored in the tag, and strongly

control who can read or change that information.

SecureRF tags support a wide range of wireless standards including EPCglobal Class 1 Generation 2, the same standards used in the proposed ISO specification 18000-6C. These global standards provide the foundation for future RFID products used in asset tracking and identification for supply chain and related applications.