



News Release

SecureRF Recognized as a Disruptive Technology

WESTPORT, CT, September 26, 2006 – SecureRF’s new lightweight cryptography security was recognized as a disruptive technology at the Embedded Systems Conference 2006 today in Boston. The new security algorithm is thousands of times more efficient than other commercial solutions and delivers high security.

The company plans to start disrupting immediately by creating the world’s first secure, EPC Gen 2 compliant, RFID tag solution. SecureRF will target high value asset tracking, monitoring and anti-counterfeiting applications in the pharmaceutical, defense and homeland security sectors.

The event organizers, CMP Technology's Electronics Group, featured SecureRF’s breakthrough in the “Disruption Zone,” along with other high impact innovations. "These are the companies that are shaping our future through new technologies that could change the electronics industry," said David Blaza, publisher of Embedded Systems Design.

In announcing the prestigious selection, CMP Technology's Electronics Group emphasized the dramatic reduction in computing resources made possible by the new SecureRF cryptographic algorithm. “Security is everywhere but it doesn't have to be difficult. Most embedded systems have limited CPU horsepower, memory space and power requirements. Where's the extra overhead supposed to come from? This company makes cryptography easy and painless, suitable for even the smallest embedded system,” CMP stated in its news release.

Mike McGregor, formerly a lead RFID chip designer at Alien Technology Corp and one of the world’s top RFID chip designers, is in charge of designing chips, tags and systems based on the new security technology. SecureRF’s founders include three world-class mathematicians/cryptographers who developed the cryptographic algorithm.

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, gates for a chip, or even a chip itself, addressing a wide range of applications and environments. More information about SecureRF can be found on its Web site at www.SecureRF.com.

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