



Press Release

SecureRF to Present “What Do We Really Mean By Security for RFID -- And How Much Is Enough” at INTERPHEX 2008

Louis Parks to detail RFID Security functions for pharmaceutical applications.

WESTPORT, CT, March 12, 2008 Louis Parks, CEO of SecureRF Corporation will present an in-depth course “What Do We Really Mean By Security for RFID -- And How Much Is Enough?” on Wednesday, March 26th from 2:00 to 3:00 PM at INTERPHEX 2008 at the Pennsylvania Convention Center in Philadelphia, PA, March 26-28, 2008. In this session, Mr. Parks will detail the spectrum of RFID security functions. RFID security can be provided along a continuum so the level of security that may be appropriate for a particular pharmaceutical application will vary and must be balanced against the apparent risks.

“With the increase in counterfeiting and diverted drugs, along with new pedigree requirements, many pharmaceutical manufacturers and distributors are looking to RFID as a solution for protecting, authenticating and tracking their products,” said Louis Parks. “But without an understanding of the security challenges of using RFID solutions, they are leaving themselves open to new risks. A lack of good security will allow anyone, with moderate technical expertise, to track the tag and connected asset and even capture the data on the tag.”

Unsecured RFID tags are vulnerable to a variety of threats including:

- Cloning of the tag and copying of the data, a technique used during counterfeiting.
- Skimming, or interrogation of the tag by a rogue reader, which can be used to identify high value items for theft or divergence.
- Data tampering, the changing of data on a tag to match an altered label or shipping documentation.
- Eavesdropping, the interception of legitimate communication between an authorized reader and tag, can be used to identify high value drugs. Eavesdropping also enables the identification of patient transactions and this lack of patient privacy is a concern under HIPAA.

“Anyone interested in using RFID as part of the pharmaceutical supply chain, including representatives from logistics, IT and packaging, should be asking about the security functions provided on their RFID tags,” added Parks. Louis Parks is the CEO and co-founder of SecureRF Corporation, a company providing security solutions to the RFID marketplace.

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. More information about SecureRF can be found on its Web site at www.SecureRF.com.

About INTERPHEX

INTERPHEX 2008, is the world's largest and most comprehensive pharmaceutical conference and exhibition. It is presented by Reed Exhibitions and sponsored by ISPE, the international society for pharmaceutical engineering, and Pharmaceutical Processing magazine. The application-oriented INTERPHEX 2008 conference program will offer over 70 separate educational sessions to help pharmaceutical and biotech professionals develop critical skills to increase on-the-job performance. Approximately 1000 leading global companies serving pharmaceutical and biotechnical industries will showcase the latest lines of equipment, technologies and services.

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