



George Schmitt & Company Signs Preferred Converter Agreement with InkSure

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InkSure Technologies Inc., a leading provider of covert machine-readable authentication solutions, and George Schmitt & Company, an industry leader in developing graphic arts technology, today announced that they have entered into a Preferred Converter Agreement in which InkSure will develop a custom SmartInk code specifically for George Schmitt. SmartInk adds a covert, machine-readable signature to a customer's inks and varnishes, allowing them to be definitively authenticated in the field in less than two seconds. George Schmitt now has the ability to offer its customers labels that are encoded either with the customer's own unique SmartInk code, or with the George Schmitt SmartInk code at special pricing.

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"Counterfeiting impacts a wide array of products and can cause significant losses in terms of revenue, employment, and product liability," stated Chris Brown, Senior Vice President of Sales at InkSure Inc., the sales subsidiary of InkSure Technologies. "Because of the high stakes involved, manufacturers and brand owners are seeking authentication solutions that are very secure and accurate, virtually impossible to 'reverse engineer', easy to implement on a global scale, and that provide fast and definitive determinations of authenticity without relying on operator judgment or interpretation. InkSure's solutions are ideally suited to meet these requirements."

"Alliances with industry-leading printers such as George Schmitt are essential in demonstrating market acceptance of our solutions to the widest audience and ensuring the most effective delivery of our solutions to manufacturers," continued Brown.

Bill Gunther, President of George Schmitt, added: "George Schmitt & Company is pleased to partner with InkSure Technologies and add its innovative technology to our portfolio."

About InkSure Technologies Inc.

InkSure Technologies Inc., with its corporate headquarters in Fort Lauderdale, Florida and its research and development center in Science Park, Rehovot, Israel, specializes in comprehensive, covert security solutions designed to protect high profile brands and documents of value from counterfeiting, fraud and diversion. The Company's sales and marketing activities target a number of market opportunities, including financial, pharmaceutical, branded products, transportation, and government/institutional, on a global scale. The Company's R&D activities include the development of "chipless" RFID technology for affordable item-level secure logistics and track-and-trace applications.

The Company's common stock is listed on the OTC Bulletin Board under the symbol "INKS". Additional information on the Company is available on its website at <http://www.inksure.com>.

About George Schmitt

George Schmitt & Co., Inc. is a privately owned 134 year old vertically integrated graphic arts company headquartered in Guilford, CT with facilities in Guilford, CT., Branford, CT., Richmond, VA., Melbourne, FL and Leixlip, Ireland.

Schmitt's anti counterfeiting portfolio enables Brand Owners to have a cost effective layered security solution. As the security solution provider and security converter, Schmitt will offer overt and covert features, a secure supply chain, project management services and can include RFID for an integrated security label.

Schmitt is a certified RFID label converter providing customized applications utilizing their proprietary testing and assembly equipment and processes. Schmitt services a variety of industries including Pharma and Aviation and is one of the largest producers of RFID enabled labels.

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