



Value Through Visibility

FOR IMMEDIATE RELEASE

Verify Brand Announces the Expansion of its Patented System at 3M ESPE

Minneapolis, Minnesota, USA - (November 22nd, 2010) - Verify Brand announces the continued expansion of its patented "Authentication and Tracking System" for 3M ESPE Dental Products. The Verify Brand System is now in use in 25 countries, in over a dozen languages, and in every continent. 3M ESPE has also added Verify Brand software and services in support of its customer loyalty program.

The 3M ESPE Lava™ Zirconia Authentication and Loyalty Program gives dentists the ability to verify that they are receiving authentic Lava™ Zirconia in their restorations and earn rewards for product utilization. 3M ESPE worked with Verify Brand and the 3M Safety and Security Systems Division to introduce the program in early 2008. Verify Brand services have been well-received by dental professionals and have provided 3M ESPE with added brand distinction.

Verify Brand services are anchored by its all-inclusive and growing suite of Web-based software applications, configured to specific customer requirements and supporting global, multi-lingual utilization. Verify Brand's comprehensive system includes central and secure serialization creation of unique identifiers (UIDs) and distribution to the printing source, data management and software hosting, provision of security labels, including unique identification (UID) and security material provided by 3M Safety and Security Systems Division, distribution of labels to the 3M ESPE labs and global customer support. Through Alerts and Reporting, 3M ESPE can monitor all system access, Lava™ Zirconia authentications, manage events in real time and continually evaluate system use and effectiveness.



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About Verify Brand, LLC

Verify Brand is a respected and global provider of product and supply chain security, logistics, asset management and revenue enhancement services. Verify Brand's Digital Authentication, Track and Trace® systems are based on the concept of secure item level serialization, central and secure data management and comprehensive suite of Web-based software applications. Verify Brand is providing its systems and services to major brand manufacturers and governments globally.

For more information: <http://www.verifybrand.com>

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