



De La Rue Verify™ digital authentication service to provide governments and brand owners with real-time information to reduce illicit trade.

FOR IMMEDIATE CIRCULATION

BASINGSTOKE, UK — April 29 2009 — De La Rue Security Print, a division of De La Rue PLC (DLAR), today announces the launch of De La Rue Verify™, a new Digital Authentication, Track and Trace® solution for national governments and brand owners. Powered by Verify Brand, the web-based, flexible and fully configurable service provides a secure hosted environment to manage data and verify product authenticity, as well as, track, manage and promote products anywhere in the supply chain.

Large organisations can easily integrate De La Rue Verify with existing systems to monitor, track, detect, alert, trace and report real-time events in the supply chain. The business intelligence generated can be used to identify illicit trade points, support more efficient forward and reverse logistics, forecast and increase revenue and identify efficiency savings.

“Government tax receipts and global brand sales are under increased pressure in the current economic climate”, said Dean Banks, managing director at De La Rue Security Print. “Illicit traders cannot be allowed to compound this with counterfeiting and diversion activities that increase in times of recession. Organisations that want to step up security and reclaim lost revenues and profits can utilise the power of De La Rue Verify to add unique identification to every item that provides a positive return on investment.”

“De La Rue is in a unique position to support the global and large scale adoption of serialisation and Digital Authentication, Track and Trace® by governments and industry. Verify Brand is proud to have been selected as a key partner in this endeavour,” said Kevin Erdman, President of Verify Brand.

Available as a stand alone service, De La Rue Verify also integrates seamlessly with existing technologies, partners and systems including De La Rue’s own solutions in authentication and security. Products can be upgraded with unique identification at any print location, using multiple technologies including human readable, bar code, RFID or proprietary designs. Markets for this technology include government documents such as fiscal (tax) stamps and literally every type of industry, notably pharmaceutical and medical products, chemicals, health and beauty, food products, automotive and aerospace products, software and media, FMCG, and others.

Dean Banks continued, “De La Rue Security Print has already added unique identification to over 1 billion items in the last year. By 2012 we expect this to have doubled and a significant number of codes will have been digitally authenticated.”

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Notes to Editors

About De La Rue

De La Rue is the world's largest commercial security printer and papermaker, involved in the production of over 150 national currencies and a wide range of security documents such as passports, authentication labels and fiscal stamps. The company is a leading provider of cash sorting equipment and software solutions to Central Banks, helping them to reduce the cost of handling cash. De La Rue also pioneers new technologies in government identity solutions for national identification, driver's licence and passport issuing schemes. De La Rue employs over 4,000 people worldwide and is a member of the FTSE 250. For further information visit De La Rue's website at www.delarue.com

About Verify Brand

Verify Brand specialises in providing businesses and governments around the world with complete and customizable Digital Authentication, Track and Trace[®] software solutions for product serialisation, product logistics, brand protection and brand promotion, as well as the secure data management and professional services required to support these efforts. For more information, visit www.verifybrand.com.

Further Details

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