



COMPANY

Our mission is to protect your assets and brand integrity by exposing unauthorized reproductions and substitutions, tampering, and diversions through the use of authentication solutions that are comprehensive, cost effective, simple to use, and impossible to compromise.

For over ten years Stealth Mark has been providing total asset protection solutions to counter the problems of counterfeiting, diversion, and substitution. This longevity is due to our principled approach to development of quality security solutions. Early on we established the following principles which we believe to be a necessary foundation to any quality security solution:

- Security Strength - the security feature of the product must work.
- Ease of Implementation - seamless integration saves money, time, and frustrations.
- Authentication Speed and Simplicity - Field verification with easy to use tools.
- Total Cost of Ownership - Security solutions are only worthwhile if they bring value to your company.

Organizations spend millions of dollars and invest years of time developing brand names and customer loyalties. Worldwide counterfeiting and diversion activities account for almost a trillion dollars in lost revenue. Stealth Mark provides its customers a secure and easy product solution to these issues at an affordable price. Stealth Mark provides protection.

Stealth Mark featured on World Business Review

When the average person encounters counterfeiting they think of product knock-offs available from street vendors in major cities. Often, they may even view it as a benefit—at least in terms of cost savings.

How concerned should the public be about protecting the brand and revenue of some anonymous multi-billion dollar corporation?

Unfortunately, counterfeiting and piracy has a \$900 billion (and growing) impact on the global economy that directly impacts individual people in the loss of jobs, threats to health and safety, and lost tax revenue.

For these reasons, Stealth Mark's CEO Peter Meyers was featured in a segment on World Business Review¹, hosted by retired General Norman Schwarzkopf.

Originally airing on March 25, 2007, the segment is approximately 15 minutes in length.

1. World Business Review is distributed on CNBC and Bravo. WBR also airs in Canada and on Asia Television, on United Airlines In-Flight pro



Contact

Stealth Mark is a security company and our product is providing security for you - our current and potential clients. Thus we understand business concerns for privacy when dealing with issues such as counterfeiting, diversion, or tampering. Rest assured that any information submitted to Stealth Mark will be treated in the strictest confidentiality.

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VIDEOS

U.S. Chamber of Commerce

Duration: 5:22

World Business Review

Duration: 13:54

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Glossary

Adhesives – Industrial glues used to make products. These include all ranges and applications such as lamination of credit cards, gluing boxes or packages, attaching labels to products or packages and joining products together.

Counterfeiting/Piracy – The unauthorized reproduction of your product, document, negotiable instrument, or other item of value.

Diversion – The unauthorized redirection of your product or materials from its approved geographic region or sales outlet.

Encrypted Microparticles – One or more microparticles whose number of layers and varying colors have been designed to produce a unique numeric code using Stealth Mark's patented encryption algorithm.

Films – Plastic laminates or thin, sometimes flexible sheets of plastic. These include the plastics used in tapes, credit cards and packaging applications.

Identification Cards - Personal identification cards containing all or some of the following: the card user's image or other biometric information, a magnetic strip, a bar code, a hologram,



and/or other forms of stored encrypted information which are read by a reader device to identify the user and read the stored information.

Microparticle - comprised of colored layers, and currently as small as 5 microns in size, microparticle taggants are used as the base technology for the marking incorporated by all Stealth Mark[®] products. (A micron is one millionth of a meter; the diameter of an average human hair is 80 microns.)

RFID (Radio Frequency Identification) – an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders. An RFID tag is an object that can be attached to or incorporated into a product, animal, or person for the purpose of identification using radio waves. Chip-based RFID tags contain silicon chips and antennas. Passive tags require no internal power source, whereas active tags require a power source.

Stealth Mark[®] Card – A plastic card (e.g., an ID card, credit card, gift card, etc.) which has been pre-marked for a customer with microparticles which, when interrogated, provide a given code licensed to that customer.

Stealth Mark[®] Bottle Seal – Labeling designed specifically for security sealing the top of bottled products such as wine and spirits pre-treated with microparticles which, when interrogated, provide a given code licensed to the specific customer.

Stealth Mark[®] Code – A Code represents our standard level of protection; it is the interpretation of the particles within a mark producing a unique numeric code using Stealth Mark[®] patented encryption algorithms.

StealthFire[™] Software – Stealth Mark's proprietary software suite that manages code assignments, controls system access via personnel management, flashes readers with the latest code data, provides the tools for the capture and analysis of marks, provides file-saving and reporting tools, and other related functionality.

Stealth Mark[®] Product Authentication Label – An off-the-shelf standard product label, produced jointly with the Lauterbach Group, incorporating cutting-edge print technology in tandem with Stealth Mark[®] product authentication technology.

Stealth Mark[®] Mark – The physical mark made when encrypted microparticles are applied to an item via labels, seals, or direct application methods. The Code represented by the Mark is captured and deciphered (i.e., read) using our StealthFire[™] reader and PC-based software suite.

Stealth Mark[®] FingerPrint – A microparticle fingerprint represents our premium level of protection. A fingerprint not only provides the code from the mark but also 'maps' specific coordinates of the particles found within the mark. As the positions of the particles are totally random, due to application method, the particle coordinates are as unique as a human fingerprint.

StealthFire[™] Reader – The Reader is a handheld device used to capture the image of a Mark, whether scanning the mark for its code or for determining a microparticle fingerprint. Because it is



portable, it can be used for authenticating items anywhere in your supply chain or sales channels – in the field, even at a point of sale. The StealthFire™ Reader operates in conjunction with our proprietary PC-based software suite.

Stealth Mark® Services – Stealth Mark’s corps of professional consultants available to assist clients with the design, implementation, and conduct of their Stealth Mark authentication solution.

Stealth Mark® Tape - Off-the-shelf packaging tape, used for securely protecting packages against tampering. The tape is a direct replacement for normal packaging tape, but it has been pre-treated with the Stealth Mark® security marks.

Stealth Mark® Carton Seals - Off-the-shelf carton seals which has been pre-treated with the Stealth Mark® security marks.

Substitution – the unauthorized replacement of material or components you provide to a contract manufacturer with material or components of inferior or unknown quality.

Tampering – The theft or unauthorized manipulation of a package’s contents.