

International Authentication Association

For Immediate Release

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18 LEADERS IN THE FIGHT AGAINST GLOBAL COUNTERFEITS FORM THE INTERNATIONAL AUTHENTICATION ASSOCIATION

New Industry Organization Launches January 10, at the US Chamber of Commerce

The growing problems of global counterfeiting, piracy, identity theft and terrorism have created a compelling need to ensure the validity of vital government documents such as currency, passports, drivers licenses and identity cards. As well, companies the world over are increasingly under attack from counterfeiters who are stealing billions of dollars annually in revenue and profits, undermining public trust in valuable brands and in extreme cases causing injury and even death to unsuspecting consumers.

In this fight against fraud, governments and companies have increasingly come to rely on the use of **authentication technologies** as a first line of defense against counterfeits, in order to quickly and positively identify genuine from fake products. Today, these authentication technologies are all around us, not just in money and credit cards, but in everyday products like clothing, footwear, computers, cell phones, video games, jewelry and software, and critical healthcare products like drugs and medical devices. But even though authentication technologies are everywhere, their use is often not well understood by many stakeholder groups who can benefit from them.

To respond to this need for better communication and understanding of how authentication technologies can be utilized in anti-counterfeiting strategy, 18 companies have joined together to form the **International Authentication Association** or **IAA**. The IAA's primary objectives are to promote the use of authentication technologies as an integral part of an effective strategy to protect products, documents & their users from counterfeiting and fraud, and to educate government agencies, inter-government organizations and brand owners regarding the role and use of authentication. IAA members comprise both providers and users of authentication technologies and range from global multi-nationals to emerging companies. They include:

- 3M Brand and Asset Protection
- Authentix
- Payne Security
- Schreiner ProSecure
- Tesa scribos
- TUV Rheinland
- ARmark Authentication Technologies
- Honeywell
- Label Systems Authentication
- DuPont Authentication
- Hologram Company Rako
- Hologram Industries
- NanoInk
- SICPA
- JDSU / Flex Products
- Solos IT
- Johnson & Johnson
- ACS Coding

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Today, IAA members technologies protect global products valued in the hundreds of billions, the majority of the world's currency, and numerous passports, ID cards and other vital documents.

"Authentication technologies are on the front line of the war against counterfeiting every day, but many of us don't realize it or appreciate the role they play in fighting counterfeits." said Ed Dietrich, Director / Americas for Reconnaissance International, which is the acting secretariat for the IAA. *"The IAA will change that, and build a better appreciation of the value of authentication in anti-counterfeiting strategy."*

The IAA will formally launch at the US Chamber of Commerce at 1615 H Street, N.W. Washington, D.C. 20062-2000, in the Herman Lay room. This launch event will be hosted by the Coalition Against Counterfeiting and Piracy, an initiative of the United States Chamber of Commerce and the National Association of Manufacturers, on Wednesday, January 10th, 2007 from 9:30 AM—11:30 AM.

Press or other persons wishing to attend the launch event, or learn more about the IAA can contact:

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