

PRESS RELEASE

AUSTRALIAN INNOVATION FIGHTS FRAUD AND COUNTERFEITING WITH WORLD-LEADING BRAND PROTECTION SYSTEMS



Melbourne, 20 May 2009: Prime Genetics, an innovative developer of molecular encryption technologies, and **eB2Bcom**, developer of secure high speed data repositories, have launched world-leading brand protection and anti-counterfeiting systems that securely authenticate documents and products.



Tampering with, and counterfeiting of documents, banknotes, certifications, identity information, branded goods, etc., costs industry and government an enormous US\$650 billion annually (source: IACC). Prime Genetics and eB2Bcom have jointly developed a system that can prevent these losses by encoding virtually any product or document with a hidden molecularly encrypted code that is captured and tracked in a secure repository. The system stores and tracks genuine items with a unique product or company code, and enables a user to immediately detect a fraudulent item through Prime Genetics proprietary 2D covert barcode readers.

John Tsoucalas (pictured right), Director for Prime Genetics said: “Brand owners around the world have shown enormous interest in our technology, which brings a unique technology to counter tampering and counterfeiting of products ranging from banknotes to designer handbags. With eB2Bcom’s secure back-office technology and implementation expertise, we offer a complete and tailored solution to our customers.”

Bob White (pictured left), CEO of eB2Bcom. “We have been working closely for some 18 months with Prime to develop and prove up this innovative system. Our Australian-developed technologies and expertise are very complementary, and jointly we have developed a flexible, secure, scalable, and rapidly deployable system. We are very excited about the global potential for both of our companies, and the export revenues it will generate for Australian technology.

About Prime Genetics

Prime Genetics is a privately-owned company headquartered in Melbourne, Australia, with a key R&D facility in Perth, Australia, and Channel Partners located globally in strategic regions and markets. It provides industry leading covert security features through its innovative Molecular Encryption authentication system. Whether it’s a simple covert patch for simple authentication or a more sophisticated 2D covert barcode storing thousands of data items in a product, Prime Genetics can deliver a unique solution that is cost effective and secure.

About eB2Bcom

eB2Bcom is a privately-owned company headquartered in Melbourne Australia, with offices in Singapore, Canberra, Sydney and Brisbane. It has an excellent reputation for its IT security expertise, its technology, and support from its Global Support Desk based in Melbourne. The company was founded in 1997 and exports its technology to Asia, USA, and Europe.

For enquiries please contact:

Bob White
CEO
eB2Bcom
+61 416 282 609
bob.white@eb2bcom.com
www.eb2bcom.com

John Tsoucalas
Director
Prime Genetics
+61 419 588 095
John.Tsoucalas@primegenetics.com
www.primegenetics.com