



For Immediate Release

## **InkSure and eProvenance Form Technology Alliance to Protect the Fine Wine Market**

### ***RFID and Covert Ink used to Authenticate Fine Wines***

FT. LAUDERDALE, Florida, May 21, 2008 -- InkSure Technologies Inc. (OTC Bulletin Board: INKS - News), a leading provider of covert machine-readable security solutions ("CMRT") for the detection of counterfeiting, fraud and diversion, today announced that it has signed an agreement with eProvenance LLC for exclusive distribution of InkSure's authentication solution into the fine wine market in major wine producing countries in the world. InkSure has customized the covert security ink and handheld readers that are an integral part of the eProvenance system to address the growing counterfeiting problems within the fine wine industry.

eProvenance applies advanced technology (RFID and InkSure covert ink) to authenticate and track fine wines and champagne from producer to consumer. In addition to authentication, the system monitors and records the storage temperature, while collecting the pedigree for each bottle in a secure online database. With the eProvenance system, the bottle is secured, the contents are secured, and temperature history can be tracked for each case shipment, thus assuring the long-term value of the asset.

"The portfolio of technologies from eProvenance provides an enhanced level of authentication and confidence for the fine wine supplier and consumer," stated Don Taylor, Vice-President of Global Marketing for InkSure Inc. "We anticipate eProvenance will be highly successful with their integration expertise in France and other major wine producing areas. We look forward to working with them exclusively in this market."

"InkSure emerged as our preferred supplier for authentication due to their ability to provide custom covert codes and highly reliable handheld readers that are integral to our anti-counterfeit solution for the fine wine industry. Their responsiveness and technical capability has been invaluable," commented eProvenance CEO Eric Vogt.



### **About eProvenance**

Founded in January 2007 by Eric Vogt, eProvenance applies advanced technology to assure the provenance of fine wines from producer to consumer using its innovative *Intelligent Bottle™* and wine temperature tracking system along with its web site, [www.eprovenance.com](http://www.eprovenance.com). eProvenance serves the rapidly growing fine wine industry globally (1.1 billion bottles) and generates the proprietary information and reports which can assure the actual Provenance of each bottle, thus proving and preserving the asset value. The company is currently implementing programs with nine leading Bordeaux Châteaux, including several first growths. Among its first customers are Château Bauduc, Château Lynch Bages, Château Margaux and Château Palmer. The Franco-American team is headquartered in Boston, Massachusetts, with offices in the USA and in Bordeaux and Paris, France. eProvenance has exclusive rights for its technology as applied to the global wine industry, and has four U.S. patents pending for eProvenance technology certifying provenance and authenticity of alcoholic beverages using RFID and other technologies through all stages of the distribution channel.



### **About InkSure Technologies Inc.**

InkSure Technologies Inc., with its corporate headquarters in Ft. Lauderdale, Florida and its research and development center in Science Park, Rehovot, Israel, specializes in comprehensive, covert security solutions designed to protect high profile brands and documents of value from counterfeiting, fraud and diversion. The Company's sales and marketing activities target a number of market opportunities, including financial, pharmaceutical, branded products, transportation, and government/institutional, on a global scale. The Company's R&D activities include the development of "chipless" RFID technology for affordable item-level secure logistics and track-and-trace applications.

The Company's common stock is listed on the OTC Bulletin Board under the symbol "INKS". Additional information on the Company is available on its website at <http://www.inksure.com>.

Statements contained in this Press Release, other than statements of historical facts, are forward-looking statements subject to a number of uncertainties that could cause actual events or results to differ materially from some statements made.

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