



*press release*

**For Immediate Release**

For More Information Contact: Jenny Brown 970-490-6022 X121

**Optibrand System Selected As A World Ag Expo Top Ten Product**

**FORT COLLINS, COLO.** (January 8, 2007) – Optibrand’s Secure Calf Grower Solution has been named one of the Top 10 New Products by the World Ag Expo. This prestigious honor comes as 5 judges reviewed over 125 new product nominations. Optibrand® will have this solution featured in the New Product Center at the upcoming World Ag Expo February 13-15, 2007 as well as in their booth in Pavilion C number 3920.

Optibrand’s Secure Calf Grower technology couples biometric identification with GPS information in an easy-to-use system for Secure Source Verification™ of livestock. This technology can improve the management of calf ranches with a flexible hardware and software platform that offers numerous benefits. The main hardware component is the OptiReader®. A robust handheld device used in the field to capture an image of the retinal vascular pattern for permanent identification and records any other identifiers and animal management information. Through the incorporation of Optibrand’s Data Management Software, the Secure Calf Grower Solution can track and report on events such as animal receiving, treatments, and shipping.

No other traceability solution can create as much confidence and trust in dairy and source verified beef customers, buyers and consumers. “When we select new products for the top 10, we look for truly unique and original products for this recognition,” says Trilby Barton of the World Ag Expo. “Optibrand’s product is fresh on the market and as far as we know there is nothing else like it.” Optibrand is an industry leader when it comes to collecting identification and management data on the modern livestock operation.

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Source verification programs are rapidly becoming more important as livestock producers and processors seek to meet new regulatory requirements, or differentiate products based on live animal or product attributes. This Optibrand Solution, can provide calf ranches with the ability to easily meet customer or regulatory requirements such as country of origin, antibiotic-free or welfare friendly production, natural or organic certification, USDA programs for export verification and commercial business transactions as they relate to insurance, financing, and government subsidies. Optibrand's Secure Calf Grower Solution offers calf ranches an electronic data collection and identification system that is an improvement in accuracy and security over traditional affidavits.

Founded in 1998, Optibrand Ltd., LLC is based in Fort Collins, Colorado and is the originator of the world's only retinal scanning system for livestock identification. Producers can use any identifier including retinal patterns, RFID tags, bar-coded tags, even preprinted or handwritten panel tags. The GPS receiver establishes a time, date and location trail for all animals while tamper-resistant retinal identification satisfies the most demanding customers. Producers can enter, recall and edit critical production data from thousands of animals. Optibrand® technology can function as a stand-alone traceability system or by providing producers and processors with the means to improve and verify the performance of tag-based systems. More information and downloadable images of the Optibrand's Secure Source Verification™ system can be viewed at [www.optibrand.com](http://www.optibrand.com).

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