press release

For Immediate Release

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Indiana 4-H Program Adopts Retinal Imaging to Identify Livestock

FORT COLLINS, COLO. (February 28, 2005) Optibrand, Ltd. LLC announced today that the State of Indiana will begin using retinal imaging to identify 4-H beef, sheep and goat projects. Recently completed research conducted by Purdue University proved that this technology was a superior method for positively identifying cattle and sheep when compared to nose prints.

"Our research showed that Optibrand's retinal imaging system was efficient, accurate and virtually fraud-proof. It is much easier for county officials to verify animal identity than with nose prints," said Dr. Clint Rusk, Purdue Associate Professor. "We currently have over 20 counties signed up to use this technology in 2005 and plan on implementing the system statewide over the next three years."

Sheep, goats and cattle will have their eyes scanned when 4-H participants enroll them at the beginning of the year. Using GPS, the system will document the time, date and location of the enrollment session. A certificate that includes a printed photo of the animal's retina will be kept on file in each county. When the animal arrives at the fair, officials will be able to scan the animal again to verify that it is the same animal that was originally enrolled.

"I am very excited that we are moving forward with retinal imaging identification across the state," said Christy Blomeke, a Kosciusko County 4-H Youth Development Extension Educator and one of the researchers. "We compared a number of different methods during this project and found that Optibrand's retinal imaging technology was a simple, cost-effective method that could be easily adopted by each county."

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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 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.