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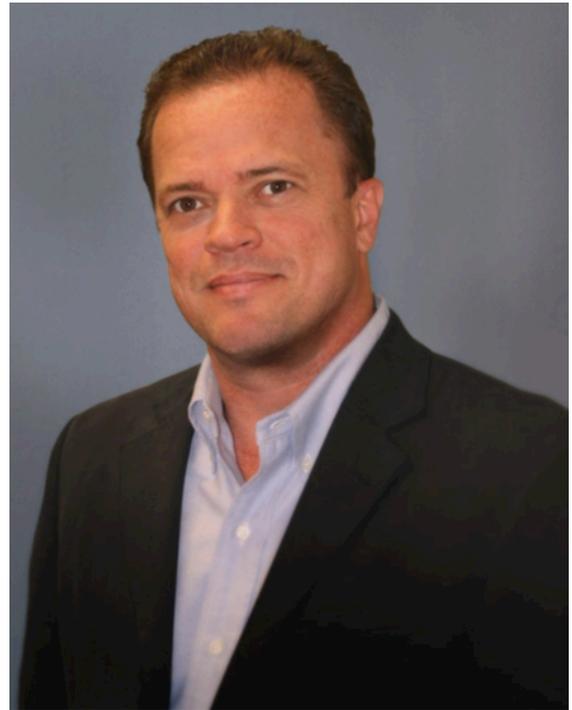
TruTag Technologies Names Kent Mansfield President

Veteran Security Industry Executive and Technology Innovator to Head Company

Honolulu, Hawaii, November 29, 2011 — TruTag Technologies, Inc., a leading product authentication technology company with proprietary solutions in the worldwide anti-counterfeiting and brand protection markets, today announced the appointment of Kent Mansfield as President, effective immediately.

"We are very pleased to welcome Kent on board as TruTag's President," said Dr. Hank C.K. Wuh, Founder and CEO of SKAI Ventures, parent company of TruTag Technologies. "Kent is an innovator in the product security and authentication industry and has been a driving force for companies that emerged as leaders in brand protection and security. His experience and leadership will be a key factor in achieving TruTag's growth plans."

Mr. Mansfield has worked as an executive for leading private and public technology companies in the brand protection and software markets. He has served as an executive leader with UK-based Smart Holograms Ltd., a brand and product protection company, as co-founder and President of Boardroom Software, Inc., and as Chief Operating Officer of B&B ARMR, Inc., a physical security hardware manufacturer. As an early innovator in the industry, Mr. Mansfield served as Chief Operating Officer of Authentix, Inc., a brand protection and product authentication company, helping build this nanotechnology company into one of the early success stories in the brand protection market. Authentix was later acquired by the Carlyle Group and JH Whitney. Mr. Mansfield was also Managing Director at Ultrak, Inc., a publicly traded security hardware provider, where he was responsible for the company's European operation based in Antwerp, Belgium prior to its sale to Honeywell.



"Counterfeiting of pharmaceutical brands is an enormous problem and continues to proliferate despite the legacy solutions deployed by brand owners and governments trying to stop it," said Mr. Mansfield. "TruTag's covert edible silica microtags can be uniquely identified representing a game changing tool allowing brand owners to authenticate products while also providing tracking capability in the global supply chain. This represents a very exciting opportunity at the right time." he added.



TruTag Technologies is a SKAI Ventures' portfolio company with proprietary solutions for the anti-counterfeiting and brand protection industry. SKAI Ventures is a venture accelerator focused on transforming ingenious ideas into disruptive technologies and high growth companies. Headquartered in Honolulu, Hawaii, SKAI Ventures scours the world to find innovative ideas and technologies, and then applies world-class research and development, marketing analytics and business modeling to bring these innovative concepts to market. SKAI and its portfolio companies have been recognized with numerous awards for the commercialization of these disruptive technologies.

About TruTag Technologies

- June 2011 – winner, “Most Likely to Succeed” (Life Sciences), Launch: Silicon Valley competition for ‘Hot’ Emerging Tech Companies Worldwide
- February 2011 – Grand Prize winner, Hawaii Entrepreneur Competition for Venture Ready Companies at the Nasdaq OMX: Road to IPO conference
- March 2010 – Pharmaceutical and Biotechnology Technology Innovation of the Year (North America) by Frost & Sullivan

TruTag Technologies has developed a low-cost, heat-resistant, and edible silica microtag (called *TruTagTM*) that can help to prevent counterfeiting, improve tracking and authentication, provide informatics for product and component tracking through the supply chain, add efficiency to clinical trials administration, and assure product quality in pharmaceuticals, food and beverage, medical devices, luxury goods, electronic components and industrial parts.

Each microtag contains a unique, custom-manufactured spectral signature chosen from a library of over one trillion possibilities, allowing these microtags to serve as covert, “edible bar codes” that can be associated with a wide array of product information. TruTag has offices in Honolulu, HI; Oakland, CA; and Dallas, TX.

To learn more, please go to www.trutags.com. To read the independent research paper prepared by Frost & Sullivan as part of the award selection process, go to <http://trutags.com/news.php>.

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