



Somark Innovations Announces Successful Animal Tests of Biocompatible Chipless RFID Ink in Cattle and Laboratory Rats

A Novel RFID Technology That Could Revolutionize the ID Industry...

St. Louis, MO – January 9, 2007 - Somark is proud to announce the successful testing of Biocompatible Chipless RFID¹ Ink in cattle and laboratory rats. The test proved the efficacy of injecting and reading a Biocompatible Chipless RFID Ink “tattoo” within the skin of animals. The technology will be initially leveraged to the livestock industry to help identify/track cattle and thus mitigate export trade loss from BSE² (a.k.a. Mad Cow Disease) scares.

Secondary target markets include laboratory animals, dogs & cats, prime cuts of meat, and military personnel. The company, which is currently raising a Series A equity financing, will license the technology to secondary target markets.

Ramos M. Mays, Chief Scientist, is excited with the results. “This is a true proof-of-principle and mitigates most of the technological risk. This proves the ability to create a synthetic biometric or *fake fingerprint* with Biocompatible Chipless RFID Ink and read it through hair.”

Additionally, the company is pleased to announce the establishment of its Advisory Board, which includes scientists, engineers, and executives in the agriculture industry. Mark C. Pydynowski, Somark’s President, said “Our new advisors in conjunction with the live animal tests provide significant validation for our technology and team. This brings us closer to our goals of helping the United States reclaim the title of world’s premier producer of high quality beef and ensuring a safe food supply.”

“Somark is developing an exciting livestock ID technology that could solve the industry’s problems and create a huge opportunity for the company - I am thrilled to join the team.”

Bob Van Schoick
Ag Industry Executive & Somark Advisory Board Member

More News...

¹ Radio Frequency Identification

² Bovine Spongiform Encephalopathy

In Other News...

Somark has retained the intellectual property counsel of Wilson Sonsini Goodrich & Rosati (Palo Alto, CA). Pydynowski states, "We are fortunate to be working with Wilson Sonsini. They are a top tier firm that possesses the unique ability to understand our technology and needs."

SOMARK INNOVATIONS ADVISORY BOARD

Mark Prausnitz, Ph.D.

- Professor of Chemical & Biomedical Engineering at Georgia Institute of Technology
- Director of the Center for Drug Design, Development and Delivery

Darrell Bengfort & Bill Lazecko

- Electrical Engineers & Founders of TelGaAs, Inc.
- Millimeter & Microwave Component and Subsystem Manufacturers

John Ross, Ph.D., P.E.

- Professional Electrical Engineer
- Founder & Vice President of R&D at Viamorph, Inc.

Bob Van Schoick

- Retired Executive Director of Marketing & Corporate Accounts At Merial
- Executive Director of Marketing Large Animal Products, Feedlots, & Cow/Calf Accounts

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About Somark Innovations...

Somark is a technology company located at the Center for Emerging Technologies and is developing a proprietary ID system based on a biocompatible ink with chipless RFID functionality. When applied, the ink creates a unique ID that can be read without line of sight. This technology will be initially leveraged to the livestock industry to help identify/track cattle and thus mitigate export trade loss from BSE scares aka *Mad Cow Disease*. Secondary target markets include dogs & cats, laboratory animals, and individual prime cuts of meat.

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