



SOMARK's Chipless RFID Ink Tattoo Field Demo Brings the Company Closer to Launch

ST. LOUIS, Mo., January 29, 2008 - SOMARK Innovations, Inc. recently completed a field demo of its patented *Chipless RFID Ink Tattoo* animal ID system. The demo proved the SOMARK system's ability to apply a tattoo in less than three seconds and read the tattoo (translate the tattoo into a unique ID, with a handheld reader in real time). The demo was conducted at a private facility in the U.S.

"This is a giant leap for the company," said Mark C. Pydynowski, SOMARK President. "This demo proves our system's ability to function quickly and automatically. Previous tests, which confirmed the technology's feasibility, were slower and required some tasks to be performed manually."

SOMARK's system includes a disposable ink cartridge, a multi-needle applicator and a handheld reader. This technology combines features of several common technologies, including human tattoos (ink-based and inexpensive), chipless RFID (machine-readable and no-line-of-sight), biometrics (unique to the individual) and hot-iron brands (permanent and tamper-proof).

"Although potential applications include cattle, pigs, horses, sheep, dogs, cats, mice, rats and prime cuts of meat, our primary focus is cattle," said Ramos M. Mays, SOMARK inventor and CSO.

"SOMARK's technology is distinct because, unlike conventional RFID, it is not constrained by metal, liquid or organic matter," said Chris D. Justice, SOMARK VP of R&D who joined the company in 2007 after 10 years managing product development, including medical devices. "For example, we can deposit our ink directly on a metal substrate or liquid-filled container and read a unique ID without line-of-sight. This metal compatibility is critical for livestock environments because of the metal laden infrastructure of such facilities."

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About SOMARK Innovations...

SOMARK's purpose is food safety. The technology company is developing a patented ID system based on a biocompatible ink tattoo with chipless RFID functionality. SOMARK is targeting the livestock industry to help identify and track cattle and thus mitigate export trade loss from BSE scares, also known as *Mad Cow Disease*. SOMARK is located at the Center for Emerging Technologies in St. Louis, Mo.

Mark C. Pydynowski
SOMARK Innovations, Inc.
4041 Forest Park Ave.
Saint Louis, MO 63108
+1 314.615.6391
mark@somarkinnovations.com