

FOR IMMEDIATE RELEASE

Contact: Edward Fowler, President
Telephone: 718-825-4746
Email: edfowler@fbandcompany.com

ValidateMyTag™: The Greenback Guarantee for High-end Apparel

A new patent-pending, anti-counterfeiting system employs U.S. bills to serve as the “certificate of authenticity” for merchandise.

(New York, New York) November 20, 2008 – A new brand protection system, known as ValidateMyTag™ aims to empower consumers with the ability to check the authenticity of high-end apparel at the point of sale, thereby eliminating the number of consumers that are duped into purchasing fakes. This is accomplished by marrying two widely used technologies: Cell Phone SMS (Short Message Service) technology and the anti-counterfeiting technologies within the U.S. dollar bill.

The quality of luxury counterfeit products is greatly improving and in many cases is comparable with genuine items. According to a survey conducted by the Gallup Organization (U.S) in 2006, 41.5% of consumers were unaware that they purchased counterfeit items resembling brand name clothing, footwear, or designer handbags. A similar survey conducted by Ledbury Research (U.K.) in 2007 determined that 31% of consumers purchased a counterfeit item thinking it was the real thing.

The high percentage of consumers that fall victim to purchasing fakes has created a horrific shopping experience for consumers and has tarnished the brand integrity of legitimate apparel companies. FBrothers & Company, Inc. is looking to restore order to the high-end apparel industry with their patent-pending system known as ValidateMyTag™.

ValidateMyTag™ employs U.S. bills to serve as the “certificate of authenticity” for merchandise. U.S. dollar bills contain some of the most advance anti-counterfeiting technologies that are available today. Some of these technologies include: watermarks, color-shifting ink, micro printing, security threads, and special paper with embedded fibers. Each bill has a unique serial number that identifies the bill and the Federal government backs the currency by imposing stiff penalties, including imprisonment, for counterfeiters.

The ValidateMyTag™ system works as follows: sequential U.S. dollar bills, obtained from a bank, are attached to merchandise in a specially designed and patent-pending tamper-proof clear case (known as a MoneyTag™). Serial number ranges are linked to a specific product code or style number in a database at the ValidateMyTag™ Authentication Center. At the point of sale, consumers can verify the authenticity of merchandise in two easy steps: 1) check the authenticity of the U.S. dollar bill by identifying known security features of the bill, such as water marks and security threads 2) send a text message, via a cell phone, to the ValidateMyTag™ Authentication Center containing the serial number on the U.S. dollar bill. Once the text message is sent, a validation message will be systematically delivered to the consumer’s cell phone indicating the brand, UPC (Universal Product Code), style, and other production information about the merchandise. ValidateMyTag™ utilizes SMS as the communication protocol for transmitting merchandise validation information to consumers.

ValidateMyTag™ provides a cost-effective approach for validating the authenticity of merchandise. For example, the cost of attaching a MoneyTag™ containing a one dollar bill, is reflected in an increased sale price of the item by \$1, but would be refunded to the consumer at

the point of sale by removing the \$1 bill from the MoneyTag™. The MoneyTag™ is reusable, which further makes this a cost-effective solution for both retailers and manufacturers.

For additional information about the ValidateMyTag™ system, contact Edward Fowler or visit www.validatemytag.com.

About FBrothers & Company, Inc.:

FBrothers & Company, Inc. was started in February 2008 by Edward Fowler. The company was created out of his patent-pending, brand protection system known as ValidateMyTag™. Mr. Fowler received a Bachelor of Science degree in Computer Engineering from Polytechnic University in 2001. Furthermore, he has extensive technology-related management experience and expertise in Network Security.

FBrothers & Company, Inc. is positioned to become a market leader in protecting the brand integrity of apparel companies that manufacture high-end footwear and designer handbags. Furthermore, FBrothers & Company, Inc. has developed the technology required to demonstrate "proof-of-concept" and are currently looking for retail partners to pilot their system.

Contact:

Edward Fowler, President
FBrothers & Company, Inc.
Telephone: 718-825-4746
Email: edfowler@fbandcompany.com
Website: www.validatemytag.com

###