

## FOR IMMEDIATE RELEASE

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### COVECTRA OFFERS SERIALIZATION GATEWAY FOR CONTRACT SERVICE PROVIDERS

**SOUTHBOROUGH, MA - January X, 2011** – COVECTRA, a multi-layered brand protection solutions provider offering [serialization, authentication, and track and trace technology services](#), today announced its new offering for Contract Service Providers (CSP) working in the pharmaceutical space. The company's new CSP Serialization Gateway solution allows CSPs to simplify serialization and event data exchange between CSP sites and multiple brand owners. The turnkey solution offers CSPs the opportunity to serialize selective products for customers who may not already have a mass serialization program in place.

COVECTRA's new CSP Serialization Gateway offers a variety of extensive benefits including expanded product offerings for customers, and immediate deployment with effortless serialization for competitive advantage with other CSPs. Additionally, our technology provides opportunities for increased revenue stream allowing CSPs the ability to provide innovative features in their line up and to provide brand owners an advantage, while COVECTRA handles all the logistics. Our Serialization Gateway further allows contract service providers the ability to offer improved safety and adherence; returns verifications and patients' communications programs; precautionary monitoring to preclude adverse events; and tracking of returns with increased speed. In addition to providing this serialization gateway, COVECTRA also provides packaging line configuration services.

"This new offering allows contract service providers the opportunity to be competitive in the field. It's increasingly important, with the pending domestic and international requirements for serialization," stated COVECTRA President and CEO, Steve Wood." "Our CSP Serialization Gateway offers contract service providers new opportunities for increasing their market share, effortless implementation and a variety of business benefits using serialized data, and enables CSPs to collaborate successful with alliance partners and brand owners," he added.

The CSP Serialization Gateway allows contract service providers to communicate with multiple serial ID repositories and ERPs, creating a seamless exchange of serialization and event data with a variety of customers. Features include:

- Ability to generate, send and receive Serial IDs to and from multiple customers and supplies
- Ability to add, update, and manage, customer and supplier information
- EPCIS industry standard interface
- Compliance reporting and audit trails
- Secure multi-tier access to IDs multiple deployment models including on-premise, hosted, SaaS
- Connectors for XML, csv, and flat files
- Real time serial ID inventory status across network

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The COVECTRA suite of serialization products creates a sophisticated, streamlined capability to identify and prevent product diversion and counterfeiting. COVECTRA provides a complete portfolio of software and packaging security solutions to protect as well as enhance consumer loyalty to any valuable brand. Additionally, the companies' unique smartphone application can be used to input serialized human readable codes that are unique to a unit package. Once the code is entered into the smartphone, the application checks it against COVECTRA's AuthentiTrack™ software platform which can be used to track the product through all levels of distribution from the point of packaging throughout the supply chain, and ultimately to the consumer. The consumer is then able to verify authenticity, communicate directly with the manufacturer, and enroll in product promotions programs.

### About COVECTRA

Uniquely, COVECTRA provides solutions from unit package authentication and verification to serialization of all levels of packaging. COVECTRA's products include security labels with overt and covert security feature serialization, authentication and track-and-trace software applications. COVECTRA also provides professional services to assist clients with brand protection strategies, security label designs, and printing and packaging material and equipment specification.

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