



press release

For Immediate Release

For More Information Contact: John Cravens
jcravens@optibrand.com
970.490.6022

Optibrand wins gold medal in the Eurotier2004 Innovation Award competition

FORT COLLINS, COLO. (October 6, 2004) - Optibrand Ltd. has been awarded a gold medal by the German Agricultural Society for their Optibrand livestock identification technology. Optibrand was one of only three gold medals awarded out of 260 companies who competed for the Eurotier2004 Innovation Award. This award recognizes the huge advances Optibrand has made in the livestock traceability industry through commercialization of its retinal imaging technology.

In announcing the award, Stuart Ward, managing director of Optibrand Europe said “the livestock industry in Europe has made secure traceability a centerpiece of their production practices. Now a technology is available that significantly improves their ability to trace livestock while reducing costs and improving reliability. Optibrand identifies the animal, not just a tag placed in the animal’s ear, and then documents its location with secure global positioning satellite data.”

“Optibrand technology is not a replacement for ear-tags, but it goes far beyond any other technology in its ability to improve the reliability and security of tag-based systems,” said Dr Bruce Golden, Optibrand’s CEO and one of the developers of the technology. “This is an important consideration for European regulators and farmers who have much to gain by improving the security of ear-tag information. It also has implications in the U.S. as the industry develops a national livestock identification system.”

Optibrand is partnering with Agrosom GmbH to market their products in Germany. Agrosom is based in northern Germany and specializes in traceability solutions for the feed and fresh produce sectors.

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Their expertise will help Optibrand broaden its distribution and market the product to both the regulatory and commercial sectors.

“We have successfully commercialized the use of isotope analysis to trace organic matter such as meat back to its origin,” said Lasse Jousen, of Agrosom. “We are very excited about our partnership with Optibrand because it will allow our customers to extend their traceability all the way back to the birth of the live animal. The combination of these two technologies will be unrivaled for providing secure, reliable traceability from farm to fork.”

In November the technology will be showcased at the Agrosom booth at EuroTier2004 in Hanover, Germany. As a gold medal winner, Optibrand’s system will also be prominently featured during the show. Daily demonstrations will take place and prominent government and regulatory officials are scheduled to meet with company representatives.

The German Agricultural Society was founded in 1885 and is one Germany’s leading agricultural and food organizations. The society sponsors EuroTier in Hanover, Germany. This show is Europe's largest livestock and poultry production and management exhibition and this year expects over 130,000 visitors from over 40 countries.

An international commission from the agriculture community was appointed by the society to judge the competition. The winners were selected on the basis of a number of criteria that included practical applications, animal welfare, and impacts on farm and labor management, the environment and energy. All submittals were required to be either a new process or substantial improvement on a known process.

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Founded in 1998, Optibrand Ltd., LLC is based in Fort Collins, Colorado and is the originator of the world’s only retinal scanning system for livestock identification. By positively identifying individual animals from birth and throughout the food processing chain, the system helps assure food safety, control the spread of animal disease and adds value to branded premium products. Optibrand™ technology can function as a stand-alone traceability system or by providing producers and processors with the means to improve and verify the performance of tag-based systems. More information and downloadable images of the Optibrand™ System can be viewed at www.optibrand.com.