

ADA Technologies Receives \$500,000 for Counterfeit Detection Technology

DENVER, Colo. (April 29, 2009): The National Science Foundation has awarded ADA Technologies, Inc. \$500,000 for development of a new generation of ink, product labels and counterfeit detection systems to accurately and efficiently detect fraudulent labels and products. Leveraging its expertise in instrumentation and nanotechnology, ADA is working to create a system capable of detecting unique features on product packaging.

Counterfeit products are estimated to cost U.S. businesses as much as \$250 billion annually in lost revenue (\$600-\$800 billion globally) and are responsible for exposing the world's population to serious health hazards through the production of counterfeit pharmaceuticals. The World Health Organization estimates that up to 10 percent of the world's pharmaceuticals may be counterfeit.

"There is a strong need for new counterfeit detection and anti-counterfeit labeling platforms," said Clifton H. Brown, Jr., ADA president and CEO. "The superior performance and adaptability of this technology is expected to have a significant impact on the ability to detect counterfeit products before they reach consumers."

The technology also has applications for verifying supply chain authenticity and inventory tracking.

ADA's research is being carried out in its offices in Littleton, Colorado, and the Virginia Tech Corporate Research Center in Blacksburg, Virginia. The funding is part of the federal government's Small Business Technology Transfer program

About ADA Technologies, Inc.

ADA Technologies, Inc. is a research, development, and commercialization company that specializes in creating and converting innovative technologies to commercial successes. The firm is headquartered in Littleton, Colorado, with offices on the University of Wyoming campus in Laramie and the Virginia Tech Corporate Research Center, Blacksburg, VA. ADA has received more than 130 research grants totaling more than \$40 million. ADA has received numerous honors, including: 2006 Tibbetts Award, 2006, 2007 & 2008 Colorado Technology Fast 50, 2006 & 2007 Best Companies to Work For in Colorado and Colorado's Top Technology Company 2005. For more information, please visit www.adatech.com or call 303-792-5615.

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