



news release

PR Contacts:

Lynn Campbell, Sun Chemical
+1 973 404 6159
lynn.campbell@sunchemical.com

Scott Perkins
+1 866 355 2772
sperkins@graphicsecurity.com

Matt Parry, EMA
+1 315 413 4318
mparry@mower.com

Sun Chemical and Graphic Security Systems Corporation Sign License Agreement

LAKE WORTH, FL – January 25, 2010 – Graphic Security Systems Corporation (GSSC) and Sun Chemical have signed a license agreement that utilizes Sun Chemical's proprietary security solutions with GSSC's technologies, expanding capabilities to authenticate branded consumer products and increase protection levels against counterfeiters.

"Brand owners and consumers are increasingly concerned about the security of critical supply chains," said Jim Reiman, Director of Sales for Sun Chemical's Brand Protection business. "Those particularly at risk include products such as pharma, cosmetics, personal care, distilled spirits, tobacco, etc. There are very few other industries untouched by counterfeiting, adulteration, diversion and tampering. Our partnership with GSSC and the utilization of their patented encoding and authentication processes will further improve security options for our customers."

"This alliance brings much more than technology," said Scott Perkins, Chief Operating Officer, GSSC. "Our service and the integrity of our products are now further expanded on a global scale and we look forward to working with the entire Sun Chemical team to achieve mutual goals."

Sun Chemical's Verigard security product is a proprietary machine-readable covert taggant system used to protect some of the world's most recognized consumer products from counterfeiting and diversion. Verigard is Sun Chemical's highest level security system and authenticity is ensured by using the V400 handheld reader. Other innovative covert, machine readable authentication products are available such as inks or coatings to address counterfeit, diversion and smuggling issues. Products yield a distinct "signature" and are detected by a small reading device.

"GSSC and their enhanced portfolio of patented products and technologies are unmatched in the industry," Reiman said. "They have an extraordinary technical team and we look forward to a successful partnership with them in the future."

About Graphic Security Systems Corporation

With nearly 30 years in the document and brand protection industry, GSSC offers complete solutions in the area of encoding and authentication using precision optical and digital processes, as well as multifunctional and interoperable mobile verification devices.

GSSC owns a comprehensive intellectual property portfolio, with 22 USA patents and other worldwide issued applications in anti-counterfeiting, fraud identification, online authentication and related technologies.

Since 1981, GSSC has provided its patented security technology to government-authorized security printing firms and major corporations. Its security products have been featured on countless currencies, passports, postage stamps, stock certificates, photo IDs and other security documents worldwide. Trademarks: Scrambled Indicia®, Hidden Indicia™, VIPhoto™, Doc-U-Lok® and iDetector®

Website: www.graphicsecurity.com

About Sun Chemical

Sun Chemical, a member of the DIC group, is the world's largest producer of printing inks and pigments and a leading provider of materials to packaging, publication, coatings, plastics, cosmetics, and other industrial markets. With annual sales over \$3.5 billion, Sun Chemical has more than 10,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com.

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