



For Immediate Release

**TAANEH™ ANNOUNCES PUBLICATION OF PATENT APPLICATION COVERING
AUTHENTICATION SYSTEMS EMPLOYING FLUORESCENT DIAMOND PARTICLES**

*Technology provides new anti-counterfeiting capabilities in drug manufacturing
and other industries*

PRINCETON, NJ – March 5, 2015 – Taaneh, Inc., developer of authentication systems based on the use of diamond particles, today announced publication of patent application US-2015-0060699-A1 covering materials and methods related to the company's anti-counterfeiting platform. The platform offers a new approach for authentication, identification and construction of anti-counterfeiting systems in the pharmaceutical and other industries.

Counterfeiting presents a significant worldwide problem across multiple industries. It is responsible for hundreds of billions of dollars of lost revenues annually in sectors as diverse as pharmaceuticals, cosmetics and fragrances, textiles and clothing, food, luxury goods, consumer products, electronics, paints, inks, currency and packaging. In the pharmaceutical industry alone, according to the World Health Organization, an estimated \$431 billion in counterfeit products are now sold each year.

"Diamond appears in many ways to be an ideal material for the authentication of drugs. It is inert, it would not be expected to affect efficacy or present safety risks, and it can be added to current products and labels with little or no disruption of manufacturing or printing processes," said Andrew Janoff, Ph.D., Taaneh's chief executive officer. "Taaneh expects to rapidly advance the use of diamond particles to introduce an entirely new level of performance in the authentication of pharmaceuticals and other products in the years ahead."

Diamond is comprised of closely packed cubic lattices that possess natural variations in structure that make them unique. When exposed to certain types of light, diamond has the potential to emit hundreds of thousands of different spectral signatures that can be used to authenticate a product and its labeling. Using these spectral signatures, manufacturers can conclusively confirm authenticity directly, even through opaque packaging, and link label to product at any stage, even when product is separated from packaging.

The properties of diamond particles are clearly demonstrated and extensively supported in the literature. Taaneh's patent describes how they can make possible almost unlimited options in encryption, remotely programmable authentication, and secure databases to support verification and reporting as needed. These goals are achievable in multiple industries with only minor modifications in manufacturing and labeling processes. Verification can be accomplished via a handheld, remotely programmable detection device that can be used at any point in the distribution chain.

“The challenge with many currently available anti-counterfeiting technologies is that they cannot provide a one-to-one link between packaging and drug product, they require major investments in technology and manufacturing, or they don’t offer on-demand remote verification,” said Donna Cabral-Lilly, Ph.D., Taaneh’s head of product development and manufacturing. “Taaneh is positioned to address these challenges with an elegant, effective solution that can be readily adopted by drug manufacturers and provide them with new levels of control and precision in their efforts to confirm product authenticity.”

About Taaneh

Taaneh is engaged in commercializing the use of diamond particles, an inert material, for the authentication, identification and construction of anti-counterfeiting systems. The technology has applications in diverse sectors including the pharmaceutical industry, cosmetics and fragrances, foods, textiles, paint, ink, currency, mechanical components, electronics, and packaging. Taaneh's IP and patent positions are designed to protect the technology that is the basis for the company's business plan. For additional information visit www.taaneh.com.

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