

Press Release

Gentag, Inc. and BrightCard, Inc. Sign Distribution Agreement

Washington, DC and Rockville, MD – December 16, 2008

Gentag, Inc. and BrightCard, Inc. announced today the signature of a distribution agreement to speed the introduction of Gentag's advanced mobile RFID sensor technology to the North American marketplace.

BrightCard will initially focus on the integration and deployment of Gentag's patented RFID technology in kit form, including cell phones and passive sensor tags, focusing on business development with strategic industry partners.

The nascent market for RFID sensors is set to explode. Building upon well-known passive RFID standards, Gentag's technology brings the cost of sensors down by an order of magnitude. Tightly coupled with ubiquitous wireless networking, Gentag's technology enables a wide range of applications which were previously cost prohibitive.

The RFID sensor technology platform will enable numerous consumer applications using standard cell phones, and will also generate substantial demand among business users when coupled with smartphones and PDAs.

"BrightCard, with its deep understanding of RFID technology and the telecommunications industry, makes a perfect partner for Gentag" announced Dr. John Peeters, Gentag's President.

"We are facing unprecedented demand for our RFID cell phone sensor technology from many vertical industry segments, such as the cold supply chain and the medical diagnostic markets. RFID cell phone sensor networks will become a pervasive technology, and we look forward to working with BrightCard to jump-start the deployment of this technology".

"We believe that Gentag has developed a truly game-changing technology, which will impact our daily lives in many exciting ways in the years ahead. The potential of combining RFID, sensors, and wireless networks is nearly limitless. As two entrepreneurial organizations at the cutting edge of this technology, we complement each other very well, and we look forward to developing major new opportunities together", said David Finkelstein, President and founder of BrightCard.

Gentag and BrightCard will be working closely together to familiarize strategic partners with RFID sensor technology, and to help them adapt the capabilities to fit with a wide range of application requirements.

About Gentag, Inc.

Gentag, Inc. is a technology development company focusing on innovative, low-cost, wireless sensor network technologies based on cell phones. The company owns unique intellectual property relating to cell phone-sensor combinations and wireless sensor networks, providing consumers, physicians, various industries and Government agencies with instant access to vital information over wireless networks, the Internet,

and client-specific databases. The company is the recipient of the 2008 North American Technology Innovation Award from Frost & Sullivan.

About BrightCard, Inc.

BrightCard Inc., based in Rockville, MD, is specialized in the provision of RFID and smart card technologies to solutions providers and systems integrators. BrightCard specializes in the convergence of this technology with mobile and handheld devices, and has developed unique expertise in the integration with wireless networks. BrightCard's leverages its extensive international relations to allow its clients to implement best practices in this fast-changing sector as established by the latest developments throughout the world.

For all product information, please contact David Finkelstein at (301)637-4528.

For more information, visit www.gentag.com and www.brightcard.net