

FILE 6: DNA SUPPORTS CHARITY

DNA Technologies gives back — one autograph at a time

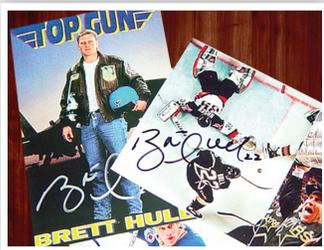


On February 7, 2013, five star athletes came together in Halifax, NS to share their stories and sign memorabilia to be auctioned off for charity. The 41st Annual Progress Club of Halifax Sports Celebrity Dinner raises money for Nova Scotian charities, and DNA Technologies was pleased to support the cause.



Attracting star athletes like Gordie Howe and Walter Gretzky, the event is the largest of its kind in Atlantic Canada and is hosted by Rod Black of TSN. Black hosts fundraisers across the country and says that the Progress Club’s dinner is the best he’s attended.

“We have many very loyal supporters,” says Steve Murphy, co-chair of the event. “We’ll sell 1300 tickets and 90 percent of those are people who come year after year. It’s a pretty powerful event.”



Anti-counterfeiting services help charity

For the 11th year running, volunteers from DNA Technologies were onsite to authenticate all signed sports memorabilia. The collectables are then stored and auctioned off at various events throughout the year. Promoting each item as “DNA verified” allows the charity to fetch top dollar.

DNA TECHNOLOGIES PROTECTS...

- Brand Name Products
- Packaging
- Memorabilia & Collectibles
- Pharmaceuticals
- Fine Art
- Licensed Products



Verified signatures bring in the money

Sports memorabilia is a booming business and auctions can mean big money for charities. In the last five years, the Annual Progress Club of Halifax have used auctions to raise over \$600,000 for local charities.

This year's star athletes were Brett Hull, Andre Dawson, Christine Sinclair, L. C. Greenwood and Dennis Hull. Each athlete signed a variety of sporting goods—from game jerseys to pucks to trading cards—and then DNA Technologies went to work.

Every object is stamped with invisible ink containing the DNA Matrix™, which can only be detected and verified under special IR light. The collectible is then photographed and catalogued. After double-checking that the ink has dried and is visible under IR light, DNA Technologies can guarantee authenticity for over 15 years.



A trusted name in sports collectibles

DNA Technologies has a long history of providing anti-counterfeiting and brand protection solutions to the sports industry. Used annually to verify NFL Superbowl memorabilia, the DNA Matrix™ system also protects all NHL products (including those in the NHL Hall of Fame), and was used to great success at the 2000 Sydney Olympics.

Signed and authenticated items from DNA Technologies' are trusted by all major auction houses and bring in premium prices for the guaranteed product. This brings peace-of-mind to the people investing thousands of dollars in the name of charity.

DRIVING SECURITY INNOVATION FOR NEARLY 20 YEARS

DNA Technologies has close to 20 years of experience in the DNA security sector.

Originally founded in Los Angeles, CA to provide art authentication services to Joe Barbera of *Hanna-Barbera* fame, DNA Technologies has since exploded.

SUCCESS STORIES INCLUDE:

- Olympic Committee
- Commonwealth Games
- Thomas Kinkade "Painter of Light"
- The NFL Super Bowl
- National Hockey League
- BRL Hardy Wines

The system uses DNA-laced ink to tag and protect valuable products, brands and intellectual property. Our key product is the DNA Matrix™ – a high security, anti-counterfeiting stamp that cannot be reverse-engineered or duplicated.

Our DNA Matrix™ is detectable in the field with specially calibrated readers, and is indisputable when verified in a laboratory.

DNA Technologies is an established leader in anti-counterfeiting efforts. The DNA Matrix™ is used globally and is a cost-effective and low-risk way to protect your brand.