



Springfield, Virginia, USA  
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### **SICPA Awarded Massachusetts Contract to Provide Counterfeit-Resistant Cigarette Tax Stamps**

SICPA Product Security, LLC was awarded a contract with the Massachusetts Department of Revenue (DOR) to provide the Commonwealth with a new counterfeit-resistant cigarette excise stamping program following a competitive bid process. The contract includes provision of an encrypted cigarette stamp, hand-held stamp scanning devices, and track and trace stamping technology. Meyercord Revenue, Inc. has been sub-contracted to provide stamping machines and ancillary equipment. The final contract was signed February 9, 2010 with an initial term of three years. Implementation is currently in progress with full system operation expected by July 2010.

Massachusetts is the second state (following California) in the US to move to the high-tech stamping system. Improving upon the existing stamp used in excise tax collection, the new stamp uses sophisticated overt, semi-covert and covert technologies, allowing DOR to control and monitor the distribution of cigarette packs in Massachusetts using a proven and effective track and trace system. Covert secure codes, which cannot be replicated or simulated by copiers, scanners or advanced counterfeiting technologies, provide real-time authentication for DOR field enforcement activities. Data codes contain key information about the stamp and its distribution history. DOR will achieve improved reporting of cigarette sales in the Commonwealth, resulting in the accurate collection of MSA reporting information and collection of excise taxes, while helping to reduce illicit tobacco trade.

The sophisticated new stamp provides different authentication features for multiple users. Licensed retailers and consumers can easily identify the stamp with its enhanced design and overt security, and will be informed to look for specific features as means to differentiate genuine from fake stamps. Hand-held scanning devices will be used by state enforcement agents to continually verify tax stamp authenticity and legitimate distribution activity.

SICPA is the global leader in tobacco tax stamp programs in both state and federal jurisdictions currently securing over 30 billion tax stamps worldwide. SICPA has successfully deployed nation-wide and state-operated product tracking and tracing systems in several countries in South America, North America, Europe and Asia.

PRESS RELEASE



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SICPA is a privately-held Swiss company, founded in 1927, with headquarters in Lausanne, Switzerland. At the core of SICPA's security expertise are high-technology security inks which protect the majority of the world's banknotes, identity documents as well as many other value documents from counterfeiting and fraud. The company employs more than 2000 people worldwide and is established in 22 countries on 5 continents, with products sold to most countries worldwide. SICPA is a trusted advisor to governments, central banks and high-security printers.

SICPA Government Security Solutions Division protects billions of consumer products. Built on the heritage and the experience of its security ink business, SICPA Government Security Solutions Division with its Governmental Security Solutions has established itself as the provider of new security standards that integrate ink-based covert features and sophisticated track and trace technology, for product authentication and excise tax enhancement. SICPA has Government Security Solutions Division operational centres in Switzerland, the United States, Turkey, Brazil, Malaysia and Spain. Today, it is the only organisation in the world to have successful secure track and trace systems installed on hundreds of tobacco and beverage production lines, run and controlled by governments; this translates into more than 60 billion individual consumer products secured every year.

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