

Intellicheck Mobilisa Signs Contract with Helzberg Diamonds To Implement ID Check[®] Product at All U.S. Retail Locations

Helzberg Diamonds to Use ID Check[®] To Reduce Risk of Fraud

PORT TOWNSEND, WA – February 23, 2015 – Intellicheck Mobilisa, Inc. (NYSE MKT:IDN), a leader in ID verification and wireless technology, signed a contract with Helzberg Diamonds, a Berkshire Hathaway Company and one of the most respected retail and online jewelry stores, to implement ID Check[®] throughout their 230 U.S. retail locations.

Helzberg Diamonds will utilize ID Check at the point-of-sale (POS) in its stores to analyze and authenticate driver's licenses. This is expected to reduce the risk of fraudulent purchases. In addition, by automatically populating customer data fields on applications for the Helzberg Diamonds Credit Card, the system will improve accuracy and shorten completion time for the customer.

Beryl Raff, Chairman and CEO at Helzberg Diamonds said, "For 100 years, we have provided customers with superior service and high-quality jewelry; we look forward to implementing ID Check in our retail locations to reduce fraud and enhance the customer experience."

William Roof, Ph.D., Chief Executive Officer at Intellicheck Mobilisa, said, "There is a growing need for effective ID verification technology among retailers, including those selling high-end luxury goods. We are honored to be working with Helzberg Diamonds, a very well-established retailer of fine jewelry."

System integration and implementation of ID Check is expected to begin immediately.

About Helzberg Diamonds[®]

Helzberg Diamonds, a retail and online jewelry store focused on customer service, was founded in 1915 and has 230 stores nationwide, featuring a wide selection of fine jewelry, including diamond [engagement and wedding rings](#), precious gems and watches. Helzberg Diamonds takes pride in its history of offering exceptional value, exclusive designs and timeless jewelry. Helzberg Diamonds is based in North Kansas City, Mo., and is part of the Berkshire Hathaway, Inc. (NYSE symbol BRK/B) family of companies. For the locations nearest you, call 1-800-HELZBERG (800-435-9237) or <http://www.helzberg.com>.

About ID Check[®]

ID Check[®] reads and verifies the barcode data encoded on driver's licenses in seconds. This capability allows customer service agents to scan the barcode on US, Canadian, and Mexican

driver's licenses in order to automatically and accurately populate customer data fields. ID Check also helps to verify the authenticity of government issued ID cards.

About Intellicheck Mobilisa

Intellicheck Mobilisa is a leader in identity verification and validation systems, and in wireless broadband Internet backhaul design and implementation. The company holds 19 patents pertaining to identification technology, and its identity solutions support customers in the financial, retail, hospitality, national defense and law enforcement markets. The Company's products read, authenticate and parse various identity documents including driver licenses, military identification cards and other government forms of identification containing magnetic stripe, barcode and smart chip information.

Intellicheck Mobilisa also excels in designing, installing and maintaining long-range, high-speed wireless broadband networks, many providing Internet service to rural or remote locations.

For more information on Intellicheck Mobilisa and ICMOBIL, please visit www.icmobile.com.

Cautionary Statement Regarding Forward Looking Statements

The statements in this press release that are not historical facts may constitute forward-looking statements including, without limitation, the statements regarding Intellicheck Mobilisa's proposed offering, that are based on current expectations and are subject to risks and uncertainties that could cause actual future results to differ materially from those expressed or implied by such statements. Those risks and uncertainties include, but are not limited to, risks related to general market conditions, development and product commercialization activities, and the success of its research, development and expansion of sales and marketing team, plans and strategies. These and other risks and uncertainties are identified and described in more detail in Intellicheck Mobilisa's filings with the Securities and Exchange Commission, including, without limitation, its Annual Report on Form 10-K for the year ended December 31, 2013, its Quarterly Reports on Form 10-Q, and its Current Reports on Form 8-K. Intellicheck Mobilisa undertakes no obligation to publicly update or revise any forward-looking statements.

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