



**FOR IMMEDIATE RELEASE**

**INTELLICHECK REDEFINES ITS CORPORATE IDENTITY**

*Announces Headquarters Move and Unveils New Brand and Website*

JERICHO, NEW YORK –October 27, 2015 –[Intellicheck](#) Mobilisa, Inc. (NYSE MKT:IDN), a leader in identity authentication and validation solutions, today introduced its revitalized corporate identity, shifting the company's headquarters, showcasing a new website, and updating its corporate branding.

Intellicheck's headquarters has been relocated to Jericho, New York, in the New York City metropolitan area, giving the company proximate access to major clients and a deeper talent pool to draw upon for future employment as the company grows. The new website, logo, product naming and other branding elements are all updated to reflect the company's emphasis on innovation and growth in the company's target markets including retail, defense and law enforcement.

Leveraging the company's expanded corporate presence and updating the company's brand image and website represents another important milestone according to Intellicheck's President and CEO Dr. William Roof. "Corporate image and identity set the tone for our engagement with clients, analysts and employees. It is important that Intellicheck is correctly perceived as both an innovation leader and having deep roots in our target solutions areas. In shifting our headquarters location to the New York metropolitan area, the company realizes greater access to world-class enterprises and talent. These steps better position us as we continue to execute our plans for growth and set the stage for exciting new product developments," he said. Dr. Roof noted the company will continue to have an office in Port Townsend, Washington providing a strong, competitive presence on both the East and West Coasts.

Intellicheck's new brand and website are integral to the Company's goal of expanding market awareness and communication with its growing customer base by providing a more engaging, topical and informative website and an identity that embraces current and future products and technologies. "Our new visual identity conveys our strong position as an innovator in identity authentication, verification and validation solutions and aligns with the company's goals for continued expansion, revenue growth and profitability. The new website incorporates our upgraded brand identity with expanded information and navigation to assist visitors in making better-informed decisions to meet their unique needs and challenges," explained Dr. Roof.

The Company's product line of cutting-edge technology solutions includes Law ID™, Age ID™, Defense ID®, and Retail ID™, which offer scalability from small to large enterprises and are easily implemented by local law enforcement agencies and large federal facilities, as well as all classes of retailers. The industry leading, real-time information delivery capabilities interoperate with all standard Departments of Motor Vehicles records as well as a range of customized and proprietary databases that include the FBI's National Crime Information Center (NCIC) and the International Justice and Public Safety Network (NLETS). Intellicheck's authentication, verification and validation technology solutions are unique in their ability to provide accurate, instantaneous identification authentication and situational awareness that is fully regulatory compliant and easily integrated and customized into existing infrastructures, including mobile devices.

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**Contacts:**

Media and Public Relations: Sharon Schultz (302) 539-3747

Investor Relations: Gar Jackson (949) 873-2789

**About Intellicheck Mobilisa**

Intellicheck Mobilisa is an industry leader in identity authentication, verification and validation solutions in both the U.S. and Mexico. The Company holds 24 patents including many patents pertaining to identification technology. Its identity solutions support customers in the national defense, law enforcement, retail, hospitality and financial markets. The Company's products scan, authenticate and analyze components of identity documents including driver licenses, military identification cards and other government forms of identification containing magnetic stripe, barcode and smart chip information. Once extracted from the identity card, the information can be used to populate forms as well as provide safety, security and efficiencies throughout these markets. For more information regarding Intellicheck's innovative products, please visit [www.intellicheck.com](http://www.intellicheck.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 future growth opportunities. These statements 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, 2014, 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.