



**FOR IMMEDIATE RELEASE**

**ATLANTA'S MAC'S BEER & WINE ADOPTS INTELlicHECK'S AGE ID  
TO PREVENT ALCOHOL SALES TO MINORS**

*Industry Leading Technology Solution Spots Fakes and Altered IDs*

JERICHO, NEW YORK– February 23, 2016 –Mac's Beer & Wine is using a sophisticated technology solution to help prevent the illegal sale of alcohol to minors. The midtown Atlanta, Georgia retailer is using [Intellicheck](#)'s (NYSE MKT:IDN) Age ID® to scan bar codes on driver licenses and other forms of identification to spot altered and fake IDs.

Midtown Atlanta's residents include some 32,000 students attending a number of nearby colleges. Store owner Arthur "Mac" Thurston has been on the frontlines of the fight to prevent the sale of alcohol to minors since he went into business 29 years ago. The veteran beverage alcohol retailer called Age ID a powerful tool. "Since we began using Age ID, we've confiscated nearly 100 fake IDs. I'm using Age ID on our registers and smartphones to make sure we stop minors from purchasing alcohol. I'm a father and this is my community, too. I care about our young people and I take my responsibilities, including my legal responsibility to remain compliant with legal purchase age laws, very seriously."

The most recent available statistics show the cost of underage drinking to Georgia is more than \$1 billion per year in addition to the needless tragedies from the loss of life and the dramatic health implications that can result from underage drinking.

Dr. William Roof, CEO of Intellicheck, underscored the importance of Age ID as an effective deterrent. "Age ID can be deployed anywhere age-restricted products such as alcoholic beverages and tobacco are sold. It's an easy-to-use, affordable solution to the problem of spotting minors using fake credentials to make illegal alcohol purchases." Dr. Roof noted that the Company expects to make more announcements in the coming months as Age ID is rolled out in establishments selling alcoholic beverages across the country.

Intellicheck's industry leading Age ID identity authentication and validation solution reads the barcode data encoded on driver licenses and government issued IDs, instantly verifying the authenticity of the ID and age information via a mobile device or with an integrated point of sale tool. Age ID draws on a comprehensive database, updated on an ongoing basis, to ensure information is timely and accurate. It

provides the most up-to-date solution to the problem of spotting fake and altered IDs with its ability to read more than 200 unique DMV barcode formats from every U.S. state and Canadian province.

Intellicheck holds 20 patents pertaining to identification technology. Its real-time identity authentication and validation solutions support customers in the retail, hospitality, national defense, law enforcement, 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 provide safety, security and efficiencies throughout these markets.

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**NOTE TO MEDIA: ONSITE DEMOS AND INTERVIEWS AVAILABLE TODAY.**

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**About Intellicheck Mobilisa**

Intellicheck Mobilisa is an industry leader in identity authentication, verification and validation systems. Our technology makes it possible for our customers to enhance the safety and awareness of their facilities and people, improve customer service, and increase operational efficiencies. Founded in 1994, Intellicheck has grown to serve dozens of Fortune 500 companies including retail and financial industry clients, national defense clients at agencies, major seaports, and military bases, police departments, and diverse state and federal government agencies. For more information on Intellicheck Mobilisa, please visit <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 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 and its ability to protect its intellectual property. 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.