



JACKSON, MISSISSIPPI'S SILVER LEAF WINES & SPIRITS IS FIRST IN STATE TO ROLL OUT INTELlicHECK'S AGE ID TO PREVENT ALCOHOL SALES TO MINORS

Alcohol Sales to Minors Deterred With Industry Leading Technology Solution

JERICHO, NEW YORK – March 29, 2016 – The latest innovation in threat identification and identity authentication is helping Silver Leaf Wines & Spirits prevent the illegal sale of alcohol to minors. Owner Victor Pittman is the first retailer in Mississippi to adopt Age ID® to make sure minors are not purchasing age-restricted products. Located in the Jackson suburban community of Ridgeland, Mississippi, the retailer is using [Intellicheck](#)'s industry leading, patented technology solution to scan bar codes on driver licenses and other forms of identification to spot altered and fake IDs. Underage drinking is a threat to health and to highway safety. Intellicheck's Age ID identifies and mitigates the potentially tragic results of this nationwide problem.

Pittman has been in the industry for 14 years and brings a unique perspective to the issues associated with the sale of age-restricted beverages to minors. He is Executive Vice President of American Beverage Licensees (ABL), the nation's leading trade association for beer, wine and spirits retailers for 20,000 independent beverage retailers. Pittman also serves as President of the Mississippi Hospitality Beverage Association (MHBA), which advocates for over 600 independent package retailers. He regularly communicates with retailers across the state and the country that are committed to keeping their communities free from the tragedies that result far too often from underage access and consumption of alcoholic beverages. Pittman believes that sophisticated fake IDs are far too easily purchased. "Young people can go online and purchase fake IDs in minutes. It's frustrating because it's more than a business issue to me. This is my home and as a member of the community, I worry about our children." He said Age ID is not only helping him and his employees make sure they are not selling age-restricted beverages to underage drinkers, but it's also been able to catch individuals attempting to use fraudulent IDs. Pittman said Age ID has given his business yet another benefit in providing a new level of security in assuring he is complying with the regulations and laws that govern legal purchase age.

A survey by the U.S. Department of Health & Human Services' Office of Adolescent Health revealed some sobering facts about underage drinking in Mississippi. Last updated in July 2013, the survey found that 37% of male high schoolers and 35% of their female counterparts self-reported having consumed alcohol in the 30-day period before they responded to the survey. 27% of these high school students also said they had ridden one or more times in a vehicle driven by someone who had been drinking alcohol in that same 30 day period.

According to Dr. William Roof, CEO of Intellicheck, "Retailers are facing tough challenges because the technology creating fake IDs has become so advanced it makes them extremely difficult to spot with the human eye. Age ID is an effective and inexpensive leading technology solution that provides real-time, accurate information that can prevent the sale of age-restricted products to young people and stop them from acting on decisions that can have life ending or life altering consequences."

[Intellicheck Mobilisa](#), Inc. (NYSE MKT:IDN), is an industry leader in threat identification and identity authentication, verification and validation solutions. Intellicheck's 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 25 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.

NOTE TO MEDIA: ONSITE DEMOS OF AGE ID AND INTERVIEWS AVAILABLE TODAY.

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About Intellicheck Mobilisa

Intellicheck Mobilisa is an industry leader in threat identification, 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/>.