



**FOR IMMEDIATE RELEASE**

**Nationally Recognized Jeweler Selects Intellicheck's Retail ID Mobile  
To Curb Fraud and Enhance Customer Experience**

*State-of-the-Art Technology Solution Will Serve Locations in 11 States*

JERICHO, NEW YORK – April 12, 2017 – Intellicheck Mobilisa, Inc. (NYSE MKT:IDN), an industry leader in delivering real-time threat identification and identification authentication that provides the antivirus to the epidemic of counterfeit IDs, today announced that a nationally recognized jeweler with 80 retail locations in 11 states, signed a contract to implement Retail ID Mobile™ to mitigate fraud and increase credit card and loyalty program enrollments. The retailer began rolling out Intellicheck's Retail ID Mobile advanced technology solution to their retail locations after a successful pilot in several of their stores.

Intellicheck CEO Dr. William Roof commented, "We are honored and pleased to partner with this respected jeweler who selected Intellicheck because we provide our clients with industry-leading fraud prevention technical solutions and services. We are excited that this client is our second within a strong portfolio of jewelers and furniture retailers. Our initial, tremendously successful account in this portfolio serves as a powerful reference and pathway to other portfolio clients." He added, "Of the 16 retail pilots we mentioned during our recent earnings call, this signed contract represents the first transition to full implementation and revenue generation. We expect to make additional announcements in the weeks and months ahead. As we move forward, we remain confident that Intellicheck is extremely well-positioned to meet the requirements of every market vertical that needs to guard against fraud and provide a heightened level of customer satisfaction and engagement. We believe prospective clients will find immense value in adopting Retail ID Mobile because it delivers transaction safety at a critical time when ongoing incidents of identity fraud and data security remain at the forefront of retailer and consumer concerns."

The prominent jeweler will utilize Retail ID Mobile for real-time customer identification credential authentication to curb fraud and improve and enhance the customer experience with increased efficiency, speed and accuracy during the sales process.

Designed for retailers by retailers, Retail ID Mobile is a powerful fraud fighter with advanced features that reflect extensive input from Intellicheck's retail clients who include some of the nation's most successful, highly recognized brands. Simple, fast and easy to use, a prompt guides a customer to snap an image of the back of

a driver license using a smartphone or other mobile device. Retail ID Mobile seamlessly encrypts the driver license image to strict military standards and matches the image against authentic driver license formats from Intellicheck's proprietary "ID Check" database. With virtual instant authentication, the purchase can proceed with confidence by the retailer. If the driver license is flagged as counterfeit, the purchase process is terminated.

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**About Intellicheck Mobilisa (NYSE MKT:IDN)**

Intellicheck Mobilisa is the industry leader in technology solutions that are the antivirus to the epidemic of counterfeit IDs providing virtual instant threat identification and identification credentials authentication. Our products read, authenticate and break down components of a wide range of identity documents including driver licenses, military identification cards and other government forms of identification containing magnetic stripe, barcode and smart chip information. Our technology solutions make it possible for our clients 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, police departments, national defense clients at agencies, major seaports, and military bases, and diverse state and federal government agencies. For more information on Intellicheck Mobilisa, please visit <http://www.intellicheck.com/> and follow Intellicheck on Twitter: @IntellicheckIDN, on Instagram: @IntellicheckIDN, on LinkedIn: <https://www.linkedin.com/company/intellicheck-inc>, on Facebook: <https://www.facebook.com/intellicheckidn/>, on YouTube: <https://www.youtube.com/user/ICMOBIL>, and read Intellicheck's latest blog post at <http://intellicheckidn.com/>.