



## **Maine Bureau of Alcoholic Beverages & Lottery Operations Offers Retailers Intellicheck's Age ID to Prevent Underage Drinking**

MELVILLE, NEW YORK – December 11, 2018 – [Intellicheck](#) (NYSE AMERICAN: IDN), an industry leader in identification authentication solutions, today announced the Maine Bureau of Alcoholic Beverages & Lottery Operations (BABLO) is making [Age ID™](#) available to many of the state's liquor licensees—at no cost—for one year. Age ID authenticates driver licenses and other forms of government-issued identification, allowing retailers to identify altered and fake IDs presented at the point of sale.

Utilizing an educational award from the National Alcoholic Beverage Control Association (NABCA), BABLO is offering 150 Maine-based retailers the use of one Age ID app to prevent the sale of alcoholic beverages to minors on a first-come, first-served basis.

“The antiquated methods of detecting fake IDs do not work in a world where young people are able to easily and inexpensively buy high-tech forgeries online,” said BABLO Deputy Director Tim Poulin. “By giving retailers Age ID, we are providing them with a technology solution they can use to effectively prevent young people from purchasing alcoholic beverages and making a mistake that can have life-altering or life-ending consequences. That’s our mission, and we take our responsibility to protect the citizens we serve in every community in Maine very seriously.”

Age ID will also be utilized by six BABLO field inspectors to assist them in their public education and compliance efforts. The inspectors have installed the Age ID app on their mobile phones and will use Age ID in the field at retail establishments and events.

Intellicheck President and CEO Bryan Lewis said Age ID is a proven deterrent. “Age ID has been a demonstrated game changer for businesses, law enforcement and regulatory compliance agencies across the country that have the same challenges in spotting these fake IDs. Time and time again, Age ID has demonstrated its value as the powerful solution that

meets the challenge of preventing underage access to alcoholic beverages and assuring regulatory compliance.”

BABLO is tasked with the enforcement of Maine’s liquor laws and prohibiting the sales to and the consumption by minors of beverage alcohol is a major focus. The Bureau also works closely with law enforcement agencies across the state. In addition, BABLO coordinates with Maine’s Office of Substance Abuse and Mental Health Services to create social responsibility and awareness programs related to alcohol. The Bureau effectively regulates the beverage alcohol industry in Maine by ensuring responsible business practices by agency liquor stores, beer and wine wholesalers, on-premises licensees (bars and restaurants) while creating a favorable economic climate. The Bureau has responsibility for the licensing of all liquor licensees throughout Maine and the enforcement of Maine liquor laws.

Age ID authenticates IDs and verifies age information in real-time with 99.9 percent accuracy. The budget friendly SaaS technology solution is easy to adopt and use and is readily deployed on mobile devices including smartphones and tablets and can also be integrated with point-of-sale solutions. The cutting-edge technology solution draws on a comprehensive, proprietary database, updated on an ongoing basis, to ensure information is timely and accurate.

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**About Intellicheck NYSE American: IDN** Intellicheck is a trusted industry leader in technology solutions that provide real-time identification authentication and age verification. We make it possible for our clients to enhance safety and awareness, increase revenues, 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, visit <http://www.intellicheck.com/> and follow Intellicheck on [Twitter @IntellicheckIDN](#), on Facebook <https://www.facebook.com/intellicheckidn/>, on Instagram [@IntellicheckIDN](#), on LinkedIn <https://www.linkedin.com/company/intellicheck-inc->, on YouTube <https://www.youtube.com/user/ICMOBIL>, and read Intellicheck’s blog at <http://intellicheckidn.com/>.