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## Press release

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### ***For Immediate Release***

## **CATALENT OFFERS THE ANTI-COUNTERFEITING DIGITRACK™ DIGITAL WATERMARKING SYSTEM TO TRACE, TRACK AND AUTHENTICATE**

**SOMERSET, NJ – October 19, 2009** — Catalent Pharma Solutions, one of the leading providers of packaging and printing services to the global pharmaceutical, biotechnology and consumer health industry, now offers the DigiTrack™ advanced anti-counterfeiting system. The DigiTrack™ digital technology adds a unique, covert watermark to packaging by embedding an imperceptible pattern directly into existing package graphics. When printed, the watermark and encrypted code cannot be seen by the naked eye, but can be identified digitally by a web-enabled mobile phone, computer, hand-held reader or other device through patented security-class software.

When the code is identified as a match on the watermarked package, key unit-specific track and trace data is then transmitted to the end-user's device for instant product identification and origin to verify authenticity. If the code does not match, counterfeit or perhaps even dangerous goods may be prevented from reaching the consumer. The DigiTrack™ system can be implemented without the need for costly changes, such as the redesign of graphics or the addition of a barcode to the packaging.

"This digital watermarking technology utilizes an interconnected system of security features for the utmost in brand and product protection," says Eric Caro, Manager, New Product Development



for Catalent's Printed Components Business. "Because this technology is covert, the watermarks leave pirates and counterfeiters unaware, making products highly resistant to attack."

**About Catalent**

Headquartered in Somerset, New Jersey, Catalent is one of the leading providers of advanced dose form and packaging technologies, and development, manufacturing, packaging and printing services for pharmaceutical, biotechnology and consumer healthcare companies in nearly 100 countries. Catalent applies its local market expertise and technical creativity to advance treatments, change markets and enhance patient outcomes. Catalent employs approximately 9,500 at 30 facilities worldwide and in fiscal 2009 generated more than \$1.6 billion of annual revenue. For more information, visit [www.catalent.com](http://www.catalent.com).

DigiTrack is a trademark of Digimarc Corporation.