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DRI MARK EXPANDS COUNTERFEIT DETECTION OFFERINGS

Port Washington, NY, February 23, 2011 – Dri Mark Products, Inc., the leading manufacturer of Counterfeit Detection Security Systems and OEM/Private Label products, will preview their new *Tri Test* Counterfeit Detector System at the NRF Loss Prevention Conference and Expo, June 13 – 15, at the Gaylord Texan Resort & Conference Center in Dallas, TX. Dri Mark will be showcasing and demonstrating the features of this new security device as well as the “Dual Test” and patented “Pen Detector.”

The patent-pending *Tri Test* is the first ultra portable, fully functioning countertop counterfeit detection device based on the newest LED technology. Three simple tests to authenticate US money take just seconds, and provide the highest degree of protection against counterfeiting. The *Tri Test* is battery operated; so no need for AC outlets or cumbersome cords. At less than 8” wide and 4” deep, it takes up almost no space, and can easily fit where other machines cannot. Priced below \$30.00 retail, the *Tri Test* easily fits into the loss prevention budget for any business.

For more information on Dri Mark, follow us on Twitter (www.twitter.com/drimarkproducts) and visit our newly enhanced website www.drimark.com for complete information on loss prevention security systems, OEM/Private Label capabilities, and highlighter/specialty marker product collections.

About Dri Mark Products, Inc.: Since 1957, Dri Mark has been a leading manufacturer of pens, highlighters, markers, biodegradable writing instruments, and one-of-a-kind patented security products. Headquartered in Port Washington, NY, Dri Mark Products, Inc.’s OEM division manufactures mechanically sealed products for medical, cosmetic and related consumer good companies. Our Security/Retail division supplies unique loss protection security systems to mass-market retailers who are serviced through wholesale distributors. Promotional Products are available through our strategic alliance with Beacon Promotions, Inc. Find detailed information on Dri Mark at www.drimark.com and follow us on Twitter www.twitter.com/drimarkproducts

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