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DRI MARK TO EXHIBIT at 2011 NRF LOSS PREVENTION CONFERENCE

Port Washington, NY, February 22, 2011 – Dri Mark Products, Inc., the leading manufacturer of Counterfeit Detection Security Systems and OEM/Private Label products, will return to exhibit at the 2011 NRF Loss Prevention Conference and Expo, June 13 – 15, at the Gaylord Texan Resort & Conference Center in Dallas, TX. Dri Mark will be showcasing an array of security prevention systems in booth #514.

Attendees will see the complete collection of security detection systems, learn basic ways to prevent counterfeit money from entering cash drawers, and preview the new Tri Test Security Detector – a patent-pending system that features a patented detector pen and UV light that detects both authentic security threads and watermarks.

“As counterfeit money continues to appear more frequently both here and abroad, the need for dependable security detection is essential to protect a company’s cash assets,” says Mark Dobbs, Vice President Sales and Marketing for Dri Mark’s Security Division. “No one can afford to be without a basic paper or light test when handling cash transactions. And that’s where we excel by not only providing proven quality products; we provide training and counterfeit detection guides for daily reinforcement,” Dobbs elaborated.

For detailed 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. Visit Dri Mark at www.drimark.com for further details and contact information.

About NRF: The world's largest retail trade association, NRF advances and protects the interests of the retail industry and helps retailers achieve excellence in all aspects of their business. Their global membership includes retailers of all sizes, formats and channels of distribution as well as chain restaurants and industry partners from the U.S. and more than 45 countries abroad. Their annual conference attracts 82% C-Level participation with over half of attendees making purchases of \$100,000+ on products featured at their event.

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