

For Immediate Release

InkSure Signs Exclusive Marketing Agreement with EIPR for Brand Protection Field Investigations in India

Company Expands Geographical Footprint in the Far East

FT. LAUDERDALE, Florida, April 19, 2007 -- InkSure Technologies Inc. (OTC Bulletin Board: INKS - News), a leading provider of covert machine-readable security solutions ("CMRT") for the detection of counterfeiting, fraud and diversion, today announced that it has entered into an agreement with Enforcers of Intellectual Property Rights ("EIPR") of Mumbai, India for the marketing to international brand owners in India of third-party field investigation and auditing services that will utilize InkSure *SmartInk™* solutions for the detection of counterfeit goods. In India, InkSure will utilize EIPR as its exclusive value-added reseller of CMRT solutions used in third-party field audit services, and InkSure will be the exclusive CMRT supplier to EIPR.

"Brand owners want more than authentication products: they are looking for solutions," commented Elie Housman, Chief Executive Officer of InkSure Technologies Inc. "Because of its portability, speed, accuracy and ease of use, our technology is ideal for field audits and investigations to ensure the integrity of the distribution chain. By joining forces with EIPR, we are providing brand owners in India with a turn-key, outsourced solution for the detection and prevention of counterfeiting."

"Our agreement with EIPR also illustrates InkSure's focus on the Far East region, where we have identified many applications that can benefit from our anti-counterfeiting technology," continued Mr. Housman. "A number of industries in India and other Far East countries such as China, Japan, Taiwan, Malaysia and Singapore, represent significant market opportunities for our covert security solutions, and we plan to launch aggressive business development programs in concert with market leaders such as EIPR."

EIPR (Enforcers of Intellectual Property Rights) is India's largest investigation agency specializing in anti-counterfeiting solutions, including investigations of patent and trademark infringement, grey market evaluations, pretext purchases, litigation support and multi-jurisdictional raid actions. Since its inception in 1999, EIPR has conducted over 1,000 investigations and raid actions across the country. The two primary services that EIPR offers are (1) anti-counterfeiting investigations and (2) enforcement actions. EIPR services a cross-section of industry with a variety of products and services. Its clients include US *Fortune 500* companies that are leaders in their respective industries. EIPR has a field strength of more than 250 field investigators allocated among its network of five offices strategically located in Mumbai, Delhi, Calcutta, Bangalore and Chennai.

“EIPR and InkSure have joined forces to offer a new level of anti-counterfeiting solutions that provide technology-driven intellectual property protection,” commented Mr. Zaheer Khan, Chairman and Chief Executive Officer of EIPR (India) Ltd. “India is an emerging economy struggling to cope with the increased demand for high-quality branded products. EIPR and InkSure will offer the unique combination of security-encoded ink, along with the investigative services required to support such an end-to-end anti-counterfeiting solution. We will provide customers with a fool-proof security feature in the form of InkSure’s molecular-coded *SmartInk™*, along with the investigative measures that customers need to address counterfeiting activities.”

“EIPR is already servicing the leading brand names in India, and together with InkSure we will provide a cost-effective combination of product and service to new customers and our existing customer base,” continued Mr. Khan. “Piracy has become a major problem in India. Rapid advances in technology and the recent liberalization of the national economy have resulted in the Indian market being flooded with various multinational brands, thereby creating an ideal market for people trying to misuse existing brand values that have been cultivated and nurtured by companies over the years. Our combination of expert field audits and InkSure’s CMRT creates a ‘total package’ solution that meets the most demanding needs of commercial, industrial and institutional owners of branded products and services throughout India.”

About InkSure Technologies Inc.

InkSure Technologies Inc., with its corporate headquarters in Ft. Lauderdale, Florida and its research and development center in Science Park, Rehovot, Israel, specializes in comprehensive, covert security solutions designed to protect high profile brands and documents of value from counterfeiting, fraud and diversion. The Company's sales and marketing activities target a number of market opportunities, including financial, pharmaceutical, branded products, transportation, and government/institutional, on a global scale. The Company's R&D activities include the development of “chipless” RFID technology for affordable item-level secure logistics and track-and-trace applications.

The Company's common stock is listed on the OTC Bulletin Board under the symbol "INKS". Additional information on the Company is available on its website at <http://www.inksure.com>.

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Act of 1934, as amended, which are intended to be covered by the safe harbors created thereby. Investors are cautioned that all forward-looking statements involve risks and uncertainty. Although InkSure (the "Company") believes that the assumptions underlying the forward-looking statements contained herein are reasonable, any of the assumptions could be

inaccurate, and therefore, there can be no assurance that the forward-looking statements included in this press release will prove to be accurate. Important factors that could cause actual results to differ materially from the forward-looking statements include the Company's need to obtain substantial additional capital (through financings or otherwise) to fund its operations, the progress of development, government and regulatory approvals and licensing/commercialization of the Company's technologies, and other factors noted in the Company's periodic report filings with the Securities and Exchange Commission. In light of the significant uncertainties inherent in the forward-looking statements included herein, the inclusion of such information should not be regarded as a representation by the Company or any other person that the objectives and plans of the Company will be achieved. By making these forward-looking statements, the Company undertakes no obligation to update these statements for revisions or changes after the date of this release.

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