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**TOM RIDGE, FORMER SECRETARY OF THE DEPARTMENT OF HOMELAND SECURITY,
TO DELIVER KEYNOTE ADDRESS AT RFID JOURNAL LIVE!**

Sunday, April 10, 2005, Sheraton Chicago Hotel & Tower

New York, February 15, 2005 -- *RFID Journal* announced today that Tom Ridge, former Secretary of the United States Department of Homeland Security, will deliver a Keynote Address at its executive conference, RFID Journal LIVE!, April 10-12, 2005 at the Sheraton Chicago Hotel & Tower. Mr. Ridge will discuss "The Importance of Technology in Protecting the Homeland," in his speech on Sunday, April 10th.

"We're extremely pleased and honored to have Secretary Ridge deliver our opening keynote at RFID Journal LIVE! 2005. In addition to improving supply chain efficiency, RFID also can help to secure the supply chain and his insights in this area will be valuable to all attendees," said Mark Roberti, founder and editor of *RFID Journal*.

Ridge's Keynote Address will set the stage for this important conference that will feature both early adopters presenting case studies and established experts answering questions through interactive panel discussions.

The RFID Journal LIVE! 2005 agenda is organized into six key tracks by subject, with speakers who will deliver in-depth, unbiased information covering RFID in **retail, manufacturing, logistics, core technologies, payment systems** and **building the business case**. Pre-conference workshops, on Sunday, April 10th, will provide attendees with an opportunity to attend a single seminar focused on a particular industry sector or issue including:

The EPC Developers Conference; the RFID Journal University primer; RFID in the Health Care Industry; Investing in RFID; Printing and Packaging; RFID in Commercial Aviation; and Intellectual Property and RFID.

World renowned industry futurist, Paul Saffo, will explain how RFID fits into the general trend of computers sensing, managing and responding to real world events in his closing Keynote Speech entitled, "RFID and the Future of Business," on Tuesday, April 12th. Other top end-user speakers include:

- John Clarke, Chief Technology Officer, **Tesco**
- Gary Cooper, Chief Technology Officer, **Tyson Foods**

- Alan F. Estevez, Assistant Deputy Under Secretary of Defense, Office of the Deputy Under Secretary of Defense, **U.S. Department of Defense**
- Sandra R. Hughes, Global Privacy Executive, **Procter & Gamble**
- Patrick F. King, Ph.D., Global Electronics Strategies, **Michelin America R&D**
- Simon Langford, Manager, Global RFID Strategy, Information Systems Division, **Wal-Mart Stores**
- Mike Marquis, Eastern Zone Vice President of Loss Prevention, **Limited Brands**
- Murdo Munro, Vice President, Mobile Commerce, **MasterCard International**
- Bob Nonneman, Industrial Engineering Manager, Corporate Engineering Group, **United Parcel Service of America (UPS)**
- Mike O'Shea, Director-Corporate AutoID/RFID Strategies & Technology, **Kimberly-Clark Corporation**
- Arno Penzias, Ph.D., Venture Partner, **New Enterprise Associates** and Nobel Laureate
- J. Michael Wallace, Director, Process & Package Development, **Abbott Laboratories**

In addition to the educational content being presented at RFID Journal LIVE!, a sold-out exhibition floor will feature more than 100 hardware, software and integration vendors, including Accenture, IBM, Deloitte, Intel, Oracle, Unisys, and VeriSign. For the complete list of exhibitors, visit www.rfidjournallive.com.

To learn more about RFID Journal LIVE! 2005, or to register for the conference, go to www.rfidjournallive.com. Group discounts are available. RFID Journal LIVE! 2005 is co-produced by Mosaic Media Partners.

About RFID Journal

RFID Journal is the only independent media company devoted solely to radio frequency identification and its many business applications. Our mission is to be the ultimate resource for businesspeople that need to understand how RFID can help their companies boost supply chain efficiencies, reduce inventories, limit theft, improve product availability and add convenience for consumers. *RFID Journal* serves the needs of businesspeople looking to take advantage of RFID technologies with timely news, strategic analysis, networking opportunities at events and in-depth education.

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