

## Richard A. Bendis - President/CEO of True Product ID, Inc.

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Mr. Bendis has distinguished himself as a successful entrepreneur, corporate executive, venture capitalist, investment banker, and consultant in the technology and healthcare industries.

He currently serves as President and CEO of True Product ID, Inc., a global publicly-traded technology company (NASDAQ, TPDI) headquartered in Philadelphia that produces integrators for anti-counterfeiting and security surveillance applications and is a provider of integrated tracking devices. Most recently, Mr. Bendis founded and served as the first President and CEO of Innovation Philadelphia (IP), a public/private partnership dedicated to growing the wealth and workforce of the Greater Philadelphia Region. IP manages an umbrella of programs under four distinct areas: Direct Equity Investment/Financing Assistance; Technology Commercialization; Global and Regional Economic Development; and Market Research and Branding. Mr. Bendis will serve on the IP Board of Directors. He also founded Innovation America, LLC., a for profit technology based development corporation.

As President and CEO of True Product ID, Mr. Bendis will operate from the firm's newly established Philadelphia headquarters and lead the efforts for expanding the company's global presence as it capitalizes on the growing international market for anti-counterfeiting and security surveillance applications. The technology has applications across multiple industries and geographies. Today, the counterfeiting industry comprises 5% to 7% of global trade and is worth roughly \$450-500 billion in US dollars, according to The International Chamber of Commerce. This is further compounded by World Customs Organization's estimates that counterfeiting accounts for 5% to 7% of global merchandise trade, equivalent to lost sales of as much as \$512 billion last year. True Product ID has developed technologies and related strategies to address the global threat posed by counterfeiting.

Previously, Mr. Bendis successfully leveraged a career in the private sector (with Quaker Oats, Polaroid, Texas Instruments, Marion Laboratories and Kimberly Services) and the venture capital industry (RAB Ventures) to build the Kansas Technology Enterprise Corporation (KTEC). As its president and CEO, he developed KTEC into a globally-recognized model for technology-based economic development. Mr. Bendis also successfully built an Inc. 500 healthcare software company, Continental Healthcare Systems, Inc., which he took public on NASDAQ and later sold to an international conglomerate. In addition, Mr. Bendis managed his own venture capital fund, RAB Ventures, which made 15 investments in early-stage technology and healthcare companies.

Mr. Bendis is a frequent, seasoned international consultant and speaker to the United Nations, NATO, the European Commission, national and international technology-based economic development industry organizations and other global enterprises. Mr. Bendis serves on several for profit and not-for-profit boards, and was a nominee for the 2005 Ernst and Young National Entrepreneur Supporter of the Year Award (EOY) and the 1996 recipient of the Regional Ernst and Young Entrepreneur of the Year Award; he currently serves as an EOY National Judge. He also serves on the board of Project Development Group Environmental (NASDAQ, PDGE).