

## **Clear Enrolls 10,000th Member in Orlando; Reveals Metrics Report Showing Technology Fulfilling Its Promise**

### *Key Pacts with Travel Partners Fuel Rapid Growth*

**ORLANDO (November 1, 2005) – Verified Identity Pass, Inc.** today announced that it has reached a significant milestone - the enrollment of its 10,000th Member in the Orlando Clear Registered Traveler (RT) program. The private-sector initiative is the only such program operating at a North American airport. The success in Orlando validates that there is substantial market demand for a voluntary, fee-based RT program.

A statistical analysis prepared by VERIFIED ID of the first weeks of the program found that the biometric verification and processing time at a ClearLane in Orlando takes about 14 seconds from the time a Member is greeted by Clear personnel. This can save a traveler as much as twenty-nine minutes navigating the security process during the airport's busiest times. Data so far indicate that Clear Members typically travel 3 or more times per month from the Orlando airport.

Steven Brill, founder and CEO of VERIFIED ID, stated, "We learned much from the recently concluded Transportation Security Administration's RT pilot programs and our own focus groups in terms of the right configuration of technology, privacy safeguards and customer service. Now that we've taken that knowledge and launched in Orlando, the results are clearly exceeding our expectations. We are implementing several new marketing programs and are looking forward to welcoming many more Orlando-area travelers as Clear Members."

Clear does not track Members' movements, and all data is held under strict privacy controls. The privacy policy and controls are audited regularly by an outside privacy auditor. Membership also includes an identity theft warranty which serves as an added protection for Clear Members' personal information. In addition to advocating stringent privacy safeguards for this new industry, VERIFIED ID has also been at the forefront of interoperability standards, so as competitors roll out similar services, Clear Members will be assured that their cards will be welcomed at any of the nation's airports with RT programs.

Henry Morgan, Regional Manager of Highline Products said, "As a frequent business traveler, I value the time savings, the consistency and improved customer service at the airport. The program's benefits have been delivered as advertised. I especially appreciate the high standards of privacy protection that VERIFIED ID has adopted, and I look forward to the program's expansion to other airports."

VERIFIED ID has entered into marketing partnership agreements with major participants in the business travel industry. Hertz, the rental car industry leader, recently offered its #1 Club and Gold Club customers as well as local passengers traveling to and from Orlando up to three months free when enrolling in Clear. Cendant, through Orbitz for Business/Travelport, the Internet travel Management Company, will offer large corporations discounted access to Clear.

Clear has provided discounts to corporations in the Orlando area based on the number of employees enrolling. In some cases Clear has brought a mobile enrollment kiosk onsite to those companies purchasing more than 150 Memberships for employees. During the last two weeks of October, a mobile enrollment kiosk was stationed at the RDV Sportsplex in Maitland. Previous sites that have offered convenient on-site enrollment downtown include SunTrust Bank, Bank of America, and Regions Plaza.

**About Verified Identity Pass and Clear**

Verified Identity Pass, Inc. was founded in 2003 by journalist and entrepreneur Steven Brill. Clear is the first privately run Registered Traveler program operating at a U.S. Airport. Brill's partners in VERIFIED ID include Lockheed Martin and ARINC.

Clear has been operational since July 19, 2005 at Orlando International Airport. Open to all travelers at a fee of \$79.95 per year, enrollees begin an application online at [flyclear.com](http://flyclear.com) and then submit biometric data (fingerprint and iris images) at the ClearSpace enrollment stations in the airport. Once approved by TSA, Members use the specially designated ClearLanes upon arrival at the airport's security checkpoints for expedited passage.