

Press Release

Singapore
14 April 2014

veriTAG to Sponsor its Innovative dogTAGs for Attendees of the Cesar Millan Live in Singapore 2014 Event

veriTAG Pte. Ltd. (**veriTAG**), a leading provide of authentication and verification technology today announced that they will be sponsoring dogTAGs for the first 2,000 attendees of the Cesar Millan Live in Singapore 2014 event at the Star Theatre.

Cesar Millan is an international celebrity and dog trainer, widely known for his television series *'The Dog Whisperer'*, which is broadcast in more than eighty countries worldwide from 2004 to 2012.

Prior to this, he focused on rehabilitating especially aggressive dogs and founded the Dog Psychology Center in South Los Angeles.

The dogTAG from veriTAG introduces a unique capability for consumers to tag their pets, store all related information in a cloud hosted database and receive it on demand with the simple tap of a mobile phone.

Pet owners can use it as an identifier on their pet and store all information on the veriTAG cloud hosted service - data, contact particulars, reminders, photographs, URL links and anything they fancy.

By scanning with the mobile phone, information can be retrieved anytime and anywhere, and when the tag is scanned, the owner is automatically notified.

These tags are available in online stores like Amazon and eBay.

veriTAG Pte Ltd has its headquarters in Singapore, offices in China and Canada, and partners in several other countries globally.

To know more about our company or technology, or to partner with us, email us at sales@veriTAG.com