



For Immediate Release
July 2, 2007

Contact: Laura Person
202-615 -4378
Brian Dobson
203-894 9240

The Latino Coalition Names Zerco Official Technology Advisor; Zerco Keys to Biometric ID Programs

Washington, DC – Robert de Posada, President of [The Latino Coalition](http://www.TheLatinoCoalition.com) (TLC), today announced the appointment of [Zerco Systems International Inc.](http://www.ZercoSystems.com) as TLC’s Official Technology Advisor. Zerco, with expertise in biometric ID card systems, will focus on TLC’s worker ID and health cards programs.

“Zerco will help TLC develop programs to use biometric technology in practical ways with worker identification and healthcare cards as we work to create opportunity for Hispanics and prosperity for all America’s citizens and residents,” said Hector Barreto, Chairman of the Latino Coalition.

Barreto, who recently served as Administrator of the U.S. Small Business Administration (SBA), added, “TLC advocates policy at all government levels to provide economic and social equivalency for Hispanics, America’s largest minority group. Developing verifiable IDs is a priority and we look forward to Zerco’s work as part of the TLC team.”

John A. Niotti-Soltesz, Chairman and CEO of Zerco, said, “We are proud to be selected to help TLC in its work for America.”

Niotti-Soltesz addressed TLC’s Annual Economic Summit, noting that Zerco’s stand-alone on-site ID systems can identify and authenticate workers for corporate America. He added that Zerco’s vast memory optical cards can contain complete medical histories, combining records for emergencies and general care along with more private password protected medical information.

Also addressing the recent TLC Summit in Washington, DC, were U.S. Secretary of Commerce Carlos Gutierrez; Secretary of Transportation Mary E. Peters; Presidential Candidate and former Mayor of New York City Rudy Giuliani; INTERPOL Secretary General Ronald K. Nobel, Congressman Luis Gutierrez, and Angela Braly, President and CEO of WellPoint, Inc., the largest health insurance company in the U.S.

###

Background for Editors:

The Latino Coalition is a non-profit, non-partisan organization based in Washington, D.C. TLC was established to address policy issues that directly affect the well-being of Hispanics in the United States. TLC's agenda is to develop and promote policies that will foster economic equivalency and enhance overall business, economic and social development of Hispanics. For more information, visit TLC's website at www.TheLatinoCoalition.com.

Zerco, based in Brookfield, Ohio, said its stand-alone on-site biometric ID solution uses the latest biometric technology to provide tamper resistant, memory-rich optical ID cards that can contain vast data, including digital fingerprints, facial recognition, digital signature, voice prints, iris scans and other digital biometric identifiers. Zerco Systems' optical card technology has a wide range of important applicability. In security, the multi-dimensional and highly flexible Zerco Systems software and hardware can be of significant use in border and seaport access control. In Corporate America, Zerco's technology can provide protection to companies to qualify immigrant workers and protect companies from regulatory actions that could lead to shutdowns, lawsuits, penalties and loss of company reputation and brand value. In healthcare, the vast storage capacity of the Zerco Health-eCard meets the needs of providing a portable and secure personal medical record for all Americans. For more information, visit Zerco's website at www.zerco.com/home.html.