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Contacts:

Robert Buntin
Vantage ID Applications
(619) 656-5887 x 218
robert@vantageid.com

Vantage ID Applications Announces Launch of New Website

New website features enhanced e-commerce storefront with member-only area.

Chula Vista, CA – March 18, 2009 – Vantage ID Applications, a Barcode and AIDC solutions provider, announced today the launch of a new website. The new site (www.vantageid.com) features a more intuitive, user-friendly layout and a fresh new look that is representative of the Company's innovative, cutting-edge solutions.

Aside from the aesthetic changes, the most significant improvement over the previous site is an enhanced e-commerce backbone which allows visitors to search, compare and purchase products through a secure and user-friendly gateway.

New to the website is a member-only area where customers and registered guests can access discount pricing, manage marketing communications and post product reviews.

"We are extremely proud of our new and improved website. It clearly reflects our leadership position in the barcode and AIDC marketplace as well as our continued focus on improving our customer's buying experience. Despite the slowing economy and tough competition, we've experienced steady growth over the past year in part to the continued investment we've made in our customer-centric business processes," stated Nate Rubin, President of Vantage ID Applications.

About Vantage ID Applications

Vantage ID Applications is a Barcode and AIDC solutions provider focused on business and supply chain efficiencies. Vantage offers a comprehensive line of printers, scanners, labels, ribbons and security seals as well as a full range of system design, integration and support services. Headquartered in Chula Vista, CA, Vantage serves a variety of industries including Healthcare, Transportation & Logistics, Government /

DoD, Warehouse & Distribution, Manufacturing, Biotech, Retail, Pawn and Electronics. For more information about Vantage ID Applications, visit www.vantageid.com

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