

FOR IMMEDIATE RELEASE

**AMERICAN BEVERAGE LICENSEES AND INTELLICHECK MOBILISA
PARTNER TO BRING RETAILERS TOOLS TO REDUCE UNDERAGE ACCESS TO ALCOHOL**

Age ID Will Aid Beverage Retailers in Preventing Underage Sales of Alcohol

PORT TOWNSEND, WASHINGTON – June 3, 2015 – [Intellicheck Mobilisa](http://www.icmobile.com), Inc. (NYSE MKT:IDN), a leader in real-time identity authentication and validation solutions and American Beverage Licensees (ABL), the nation's leading trade association for beer, wine and spirits retailers, announced today that they have entered into an exclusive partnership to address the ongoing issue of underage access to alcohol. The partnership builds on ABL's many efforts to support responsible age-restricted beverage retailing by bringing Intellicheck's Age ID[®] product to its members. The partnership will help retailers remain compliant with states' legal purchase age laws and bolster their ongoing practices of refusing sales to would-be underage buyers.

Working together, Intellicheck Mobilisa and ABL will heighten the visibility and usage of Age ID[®] in the fight against underage access to alcohol while providing real-time authentication of credentials such as driver licenses and the ability to verify a consumer's age. In addition, the new partnership will promote opportunities for dialogue and for educating members about groundbreaking technology to support their responsible retailing efforts.

Intellicheck Mobilisa's industry leading Age ID[®] identity authentication and validation solution reads the barcode data encoded on driver licenses and government issued IDs, instantly verifying the authenticity of the ID and age information via a mobile device or with an integrated point of sale tool. Age ID[®] draws on a comprehensive database, updated on an ongoing basis to ensure information is timely and accurate. The ability to use affordable, industry leading technology to spot fake or altered information and to positively verify a consumer's age provides businesses with an effective solution for keeping alcohol out of underage hands.

"Beverage retailers are the last to handle beer, wine and spirits before they reach the consumer, and they take that responsibility very seriously," said John Bodnovich, executive director of ABL. "We are always searching for new and innovative ways to make sure that alcohol beverages are enjoyed appropriately, and we believe that teaming up with Intellicheck Mobilisa opens an important new avenue for beverage licensees to address underage alcohol issues."

ABL will formally announce the partnership at the 2015 Annual Conference, which begins June 7 at the Omni Shoreham Hotel in Washington, D.C. Intellicheck Mobilisa's Chief Revenue Officer, Bob Williamsen, will be participating in a panel discussion entitled, "Innovators in Responsibility" on June 8.

Intellicheck Mobilisa CEO Dr. William Roof said, "We are very pleased to join ABL as a key component to solving the problem of underage drinking. I am confident Age ID[®] will become an important tool for ABL members because it helps improve customer service and ensures compliance with state regulatory laws by instantly authenticating a customer's identity and age. We also believe the industry insuring these venues serving and selling age-restricted beverages will benefit from lower insurance claims through the use of Age ID[®]. We welcome the opportunity to share awareness of Age ID[®] as an inexpensive, easy-to-use, effective deterrent to address the problem of underage drinking that can be deployed anywhere age-restricted beverages are served and sold."

Intellicheck Mobilisa holds 20 patents pertaining to identification technology. Its real-time identity authentication and validation solutions support customers in the retail, hospitality, national defense, law enforcement, and financial markets. The Company's products scan, authenticate and analyze components of identity documents including driver licenses, military identification cards and other government forms of identification containing magnetic stripe, barcode and smart chip information. Once extracted from the identity card, the information can be used to provide safety, security and efficiencies throughout these markets.

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About American Beverage Licensees

American Beverage Licensees is the preeminent national trade association for beverage alcohol retailers. Direct retail beverage alcohol sales in the United States generate as many as 1.77 million well-paying jobs. ABL's thousands of on-premise and off-premise licensee members are independent and often family-owned establishments. The beverage retailing industry pays over \$19.3 billion in federal taxes and \$16.9 billion in state and local taxes. To learn more about ABL, visit www.ablusa.org.

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Cautionary Statement Regarding Forward Looking Statements

Statements in this news release about Intellicheck Mobilisa's future expectations, including: the advantages of our products, future demand for Intellicheck Mobilisa's existing and future products, whether revenue and other financial metrics will improve in future periods, whether Intellicheck Mobilisa will be able to execute its turn-around plan or whether successful execution of the plan will result in increased revenues, whether sales of our products will continue at historic levels or increase, whether brand value and market awareness will grow, whether the Company can leverage existing partnerships or enter into new ones, and all other statements in this release, other than historical facts, are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995

("PSLRA"). This statement is included for the express purpose of availing Intellicheck Mobilisa, Inc. of the protections of the safe harbor provisions of the PSLRA. It is important to note that actual results and ultimate corporate actions could differ materially from those in such forward-looking statements based on such factors as market acceptance of Intellicheck Mobilisa's products, changing levels of demand for Intellicheck Mobilisa's current and future products, Intellicheck Mobilisa's ability to reduce or maintain expenses while increasing sales, customer results achieved using our products in both the short and long term, success of future research and development activities, Intellicheck Mobilisa's ability to successfully manufacture, market and sell its products, Intellicheck Mobilisa's ability to manufacture its products in sufficient quantities to meet demand within required delivery time periods while meeting its quality control standards, any delays or difficulties in the Company's supply chain, the success of the Company's sales and marketing efforts coupled with the typically long sales and implementation cycle for its products, Intellicheck Mobilisa's ability to enforce its intellectual property rights, changes in laws and regulations applicable to the Company's products, the Company's continued ability to access government-provided data, the risks inherent in doing business with the government including audits and contract cancellations, liability resulting from any security breaches or product failure, and other risks detailed from time to time in Intellicheck Mobilisa's reports filed with the SEC. We do not assume any obligation to update the forward-looking information.