

# FaceKey Corp. Expands Partner Network With New/Era Sales Covering a Four State Area

Tuesday, October 23, 2007

SAN ANTONIO, TX--(MARKET WIRE)--Oct 23, 2007 -- FaceKey Corporation (OTC:[FEKY.PK](#) - [News](#)), the manufacturer of biometric-based security products utilizing fingerprint and/or facial recognition, today announced a agreement with New/Era Sales, Inc. to have them represent FaceKey's EntryGuard(TM) product line in the states of Indiana, Kentucky, West Virginia, and Ohio (except for Toledo).

Matthew Thomas, General Manger of New/Era Sales, Inc. ([www.newerarep.com](http://www.newerarep.com)) noted that, "The FaceKey products exceed the requirements of today's informed security customer. The EntryGuard(TM) system enables customers to improve their business processes and bottom line by accurately identifying authorized users and restricting access to facilities and time clocks. Because the EntryGuard(TM) system can reliability identify authorized users, the employer can ensure that the workplace is safe, and at the same time, reduce errors in keeping payroll time. By eliminating "buddy punching" and accurately recording the time of entry and exit, labor costs are reduced. Administrative costs are also reduced because the system compiles totals for the hours worked. EntryGuard(TM) access control units have Wiegand connectivity, so that the customer who already has an access control system can replace a card reader with a fingerprint reader without changing their current connections. Most importantly, card reader systems can be updated with a failure-proof EntryGuard(TM) fingerprint unit at a competitive price."

According to Dr. Yevgeny B. Levitov, President and Co-Founder of FaceKey, "FaceKey's mission is to provide the customer with products that provide genuine identification for superior security and save the customer money. We are pleased that New/Era Sales, a leader in the security market since 1972 has agreed to join FaceKey's representative partner network as we expand our distribution channel. New/Era immediately understood that our biometric based security products are superior to our competitors. New/Era Sales serves Ohio, Indiana, Kentucky and West Virginia, and as part of its services, provides a venue for training for the dealers and integrators it serves. New/ Era Sales longevity and reputation in the security industry is expected to increase FaceKey's sales reach in the marketplace. New/Era Sales also represents several popular niche products including Bosch's Closed Circuit TV, surveillance equipment and digital video recorders. The demographics for New/Era Sales customers are a good fit for the EntryGuard product line.

## About FaceKey Corporation

FaceKey Corporation, a developmental stage company, has built a portfolio of patents related to fingerprint and/or facial recognition. Applications for both home and business include access control, accurate and reliable time and attendance systems, and crisis evacuation (muster) stations. The biometric technologies developed by FaceKey are available for licensing to other companies for integration into products that will provide Genuine ID(TM). Its products are sold through a network of distributors, dealers and system integrators worldwide. The company was co-founded by Dr. Yevgeny B. Levitov and Annette H. Starkweather in 1999 and is based in San Antonio, Texas. Watch for more exciting news in the coming weeks. For more information, call VUI Consulting at 866-730-9604.

## Forward-Looking Statements

This press release contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of FaceKey Corporation and members of its management as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-

looking statements. The Company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results.

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Source: FaceKey Corporation