

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 67111 / June 5, 2012

The Securities and Exchange Commission (“Commission”) today announced the temporary suspension, pursuant to Section 12(k) of the Securities Exchange Act of 1934 (the “Exchange Act”), of trading in the securities of True Product ID, Inc. (“True Product”), of Wayne, Pennsylvania, commencing at 9:30 a.m. EST on June 5, 2012, and terminating at 11:59 p.m. EDT on June 18, 2012.

The Commission temporarily suspended trading in the securities of True Product because of questions that have been raised about the accuracy and adequacy of publicly available information about True Product because it has not filed a periodic report since its Form 10-Q for the period ending March 31, 2009, filed on May 20, 2009.

The Commission cautions brokers, dealers, shareholders, and prospective purchasers that they should carefully consider the foregoing information along with all other currently available information and any information subsequently issued by the company.

Further, brokers and dealers should be alert to the fact that, pursuant to Rule 15c2-11 under the Exchange Act, at the termination of the trading suspension, no quotation may be entered unless and until they have strictly complied with all of the provisions of the rule. If any broker or dealer has any questions as to whether or not he has complied with the rule, he should not enter any quotation but immediately contact the staff in the Division of Trading and Markets, Office of Interpretation and Guidance, at (202) 551-5777. If any broker or dealer is uncertain as to what is required by Rule 15c2-11, he should refrain from entering quotations relating to True Product’s securities until such time as he has familiarized himself with the rule and is certain that all of its provisions have been met. If any broker or dealer enters any quotation which is in violation of the rule, the Commission will consider the need for prompt enforcement action.

Any broker, dealer or other person who has any information which may relate to this matter should contact Chedly C. Dumornay, Assistant Regional Director, Miami Regional Office of the Securities and Exchange Commission at (305-982-6377).