



FOR IMMEDIATE RELEASE
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U.S. Government Video Explains the Art of Banknote Design

Third Installment of Redesigned \$100 Note Educational Video Series Explains How New Notes are Developed

WASHINGTON, D.C. (September 22, 2010) – Using a new Web video, the U.S. government is explaining to consumers and businesses how new banknotes are developed. The video, “The Art of Banknote Design,” is being released today on www.newmoney.gov, and is the third in a series of educational videos created to increase public awareness about the new \$100 note prior to its entrance into circulation.

“Banknote design has become increasingly challenging over time because we must develop designs that are very difficult to counterfeit, but easy for the public to use. We also have to consider how a note’s design affects the way it functions in a multitude of cash accepting and dispensing machines worldwide,” said Michael Lambert, Assistant Director, Federal Reserve Board.

“The redesigned \$100 note has the most advanced security features of any denomination of U.S. currency. The new 3-D Security Ribbon and the Bell in the Inkwell add depth and complexity, providing another layer of protection against counterfeiting,” said Larry R. Felix, Director, Bureau of Engraving and Printing.

In the video, viewers will learn about the unique printing techniques and materials used in U.S. currency, the redesigned \$100 note’s new and existing security features, and how innovative technology has advanced the design process.

Who: Larry R. Felix, Director, Bureau of Engraving and Printing
Michael Lambert, Assistant Director, Federal Reserve Board

Where: “The Art of Banknote Design” video and other educational videos are available for viewing and download at www.newmoney.gov.

The New \$100 Note

Know Its Features. Know It’s Real.





Interviews: One-on-one interviews with Felix, Lambert and representatives from the Department of the Treasury, the Bureau of Engraving and Printing, the Federal Reserve Board and the United States Secret Service can be scheduled by calling 202-530-4887.

For a more detailed description of the redesigned \$100 note and its features, visit www.newmoney.gov, where you can watch an animated video, click through an [interactive note](#) or browse through the [multimedia resources](#) for images and B-roll. Stay up-to-date with the latest news and educational resources about the redesigned \$100 note by connecting with us on [Facebook](#), [Twitter](#) and [YouTube](#).

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Page 2 of 2

