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THE WORLD VIEWS SPORTS

NEWS RELEASE

IPICO SPORTS ANNOUNCES FIVE YEAR EXCLUSIVITY WITH THE VIRGIN LONDON MARATHON

Acknowledged Industry Leader selects the IPICO Sports System

Peoria, Illinois, USA – November 18, 2009 - IPICO Sports announced today that it has been selected as exclusive Official Supplier of RFID Data Collection Technology for The Virgin London Marathon and all other London Marathon Ltd. events for five years. The first scheduled event will be the adidas Silverstone Half Marathon in March, 2010.

IPICO's unique Dual Frequency RFID technology performs in the harsh and challenging environmental conditions typically found in active sports events. Since initial market introduction in May 2007, IPICO Sports systems have been sold in twenty-eight different countries, and have continued to develop and grow a loyal following throughout the globe. IPICO Sports systems are sold to timing companies, events, schools, active sports clubs and organizations.

In September, IPICO Sports was the recipient of the Frost & Sullivan 2009 North American RFID Sports Technology Leadership of the Year Award.

Virgin London Marathon Race Director David Bedford said "After working closely with IPICO Sports during the last three years, thoroughly testing the IPICO Sports system under our extremely rigorous and demanding standards, we recognized the superiority of their RFID Data Collection Technology. We are delighted to form this partnership with IPICO Sports."

IPICO Sports Vice President Philip Lockwood added "we are proud to be associated with the Virgin London Marathon and the London Marathon Ltd. Team. Their high standards for event production and innovation are the industry benchmarks. Their selection of the IPICO Sports system is a tremendous endorsement."

About IPICO Sports

Mercury Sports, Inc., a subsidiary of IPICO Inc., operating as IPICO Sports, combines years of active sports management experience with innovative technologies to help event organizers, professional timers, clubs and scholastic organizations significantly enhance the level of services they offer to athletes, spectators, media, commentators and other participants. The company uses the latest Radio Frequency Identification technology, in conjunction with information management and communication tools, to provide solutions that capture, manage and distribute results in the active sports, wellness and recreation markets. For further information, go to www.ipicosports.com

About London Marathon Ltd.

London Marathon Ltd. Is responsible for the organization and production of the following events:

- Virgin London Marathon
- adidas Silverstone Half Marathon
- BUPA London 10,000
- Standard Chartered Great City Race
- adidas Women's 5K Challenge

The London Marathon Ltd. team prides itself on its very high standards and on being at the cutting edge of technological advancement as the global industry leader in Marathon and Road Running. For further information, go to www.virginlondonmarathon.com

About IPICO Inc.

IPICO Inc. (**TSX-V: RFD**) is an RFID solution supplier with operations in Canada, USA, South Africa, Europe, Asia and Australia. IPICO produces smart labels and tags based on the IP-X communication protocol. IPICO's low interference readers are designed to meet regulatory requirements in many major markets, and allow for multi-reader rollout in close proximity. IPICO's low cost RFID products excel at long read range, fast multi-read anti-collision and high thru-beam read-speeds of dynamic tag populations. These products are used to optimize the management of items, people, animals and processes within the logistic supply chain and other value chains. For further information, go to www.ipico.com

This news release contains certain forward-looking statements pertaining to future anticipated projected plans, performance and developments, as well as other statements relating to future operations and results, including, without limitation, statements as to sales forecasts and required minimum future revenues. Any statements in this news release that are not statements of historical fact may be considered to be forward-looking statements. Written words such as "may", "will", "expect", "believe", "anticipate", "estimate", "intends", "goal", "objective", "seek", "attempt", "suggest" or variations of these or similar words, identify forward-looking statements. These statements by their nature are estimates of future results only. Actual results could differ materially from those contained in the forward-looking statements and are based on current expectations that involve substantial risks and uncertainties, including but not limited to the failure to meet market growth, order volume, delivery commitment or minimum revenue expectations, political intervention, and those other risks and uncertainties detailed from time to time in IPICO's periodic reports filed on SEDAR (www.sedar.com).

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