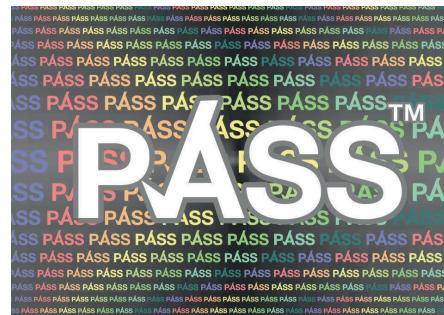


HARD TO FAKE.



PASS is the industry-led national proof of age card accreditation scheme.

The PASS hologram provides an easily recognisable identity to help protect retailers and licensed trade from fraudulent proof of age cards.

Only card schemes which meet the very strict standards are allowed to issue cards bearing the PASS hologram.

The unique 3D effect PASS hologram makes the card extremely difficult to copy.

Other features also help you ensure the card is genuine. These include a colour photograph, printed date of birth and expiry date.

It is designed to be completely smooth, so check for any raised, uneven or rough edges around the photograph and date of birth area.

Accepted Card Issuer Logos



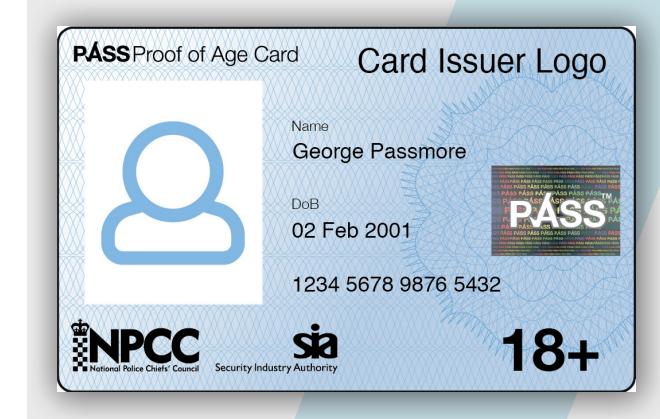
PASS Proof of Age Card

5 step check

1.

Check the PASS hologram

Look for the unique 3D effect in the hologram. Look for the small PASS text in the background of the hologram. The PASS hologram must be flush with the plastic of the card - not stuck on top of the plastic.



2. Check the photograph

Be sure that the photograph is of the person presenting the card - if necessary you may need to ask the person to remove a hat, hood or sunglasses. The photograph must be printed directly on to the card - not stuck on top of the plastic.

4. Check the card

Make sure the card hasn't been altered or tampered with in any way. Run your finger or thumb over the card - it should be completely smooth with no ridges or anything stuck to the card. If the card has been tampered with you have the right to refuse and retain it.

**NO ONE HAS EVER
BEEN PROSECUTED
FOR ACCEPTING A
CARD WITH A PASS
HOLOGRAM.**

3. Check the date of birth

Make sure the person is old enough to buy the goods or services requested. The date of birth must be printed onto the plastic - not handwritten or stuck on top of the plastic. To be sure, you can calculate the age of the person.

5. Check the person

If you're still unsure about a person's age, your legal responsibility is to refuse to sell. REMEMBER: If you sell to an under-age person, both of you will be guilty of a criminal offence and may be liable to conviction and a fine.