

Innovative Card Technologies Schedules Conference Call to Discuss Second Quarter Results

Los Angeles, CA – August 1, 2008 – Innovative Card Technologies, Inc. (NASDAQ: INVC), developers of the breakthrough InCard DisplayCard™ security device for e-banking, e-commerce and data access, today announced that it has scheduled a conference call to discuss the company's financial results for the quarter ended June 30, 2008. Management will host the conference call on Tuesday, August 5, 2008 at 3:30 ET.

To access the conference call within the U.S. or Canada, please dial 1-800-762-8932 (U.S. callers), or 1-480-248-5085 (international callers) and conference ID: Innovative Card Technologies.

A replay of the conference call will be available approximately two hours after the conclusion of the call in the investors section of the company website, www.incard.com, for thirty days.

About Innovative Card Technologies

Innovative Card Technologies, Inc. (NASDAQ: INVC) was founded in 1993 to add functionalities to payment cards. The company's InCard DisplayCard enables dual-factor authentication in a convenient card form. The cards can be configured to offer RFID physical access or payment capabilities, and feature a screen powered by an integrated battery, circuit, and switch. This screen displays a one-time password to verify the presence of the card during online and voice transactions or data systems login. www.incard.com.

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This release may contain forward-looking statements, which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All forward-looking statements included in this document are based upon information available to InCard as of the date hereof, and InCard has not assumed any duty to update these forward-looking statements to reflect events or circumstances after the date of this document. A discussion of various factors that could cause InCard's actual results to differ materially from those expressed in such forward-looking statements is included in InCard's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-KSB, dated April 1, 2008.