



**EMBARGOED UNTIL**

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## U.S. Government Unveils New Design for the \$100 Note

### *Message from U.S. Government to U.S. Currency Users: "Know Its Features So You Can Know It's Real"*

**WASHINGTON, D.C. (April 21, 2010)** – Officials from the U.S. Department of the Treasury, the Federal Reserve Board and the United States Secret Service today unveiled the new design for the \$100 note. Complete with advanced technology to combat counterfeiting, the new design for the \$100 note retains the traditional look of U.S. currency.

"As with previous U.S. currency redesigns, this note incorporates the best technology available to ensure we're staying ahead of counterfeiters," said Secretary of the Treasury Tim Geithner.

"When the new design \$100 note is issued on February 10, 2011, the approximately 6.5 billion old design \$100s already in circulation will remain legal tender," said Chairman of the Federal Reserve Board Ben S. Bernanke. "U.S. currency users should know they will not have to trade in their old design notes when the new notes begin circulating."

The redesigned \$100 note includes two new advanced counterfeit-deterrent security features, in addition to effective security features from the previous design. The features are easy for consumers and merchants to check when verifying authenticity.

The blue **3-D Security Ribbon** on the front of the new \$100 note contains images of bells and **100s** that move and change from one to the other as you tilt the note. The **Bell in the Inkwell** on the front of the note is another new security feature. The image of the bell changes color from copper to green when the note is tilted, an effect that makes it seem to appear and disappear within the copper-colored inkwell.

### The New \$100 Note

Know Its Features. Know It's Real.





"The new security features announced today come after more than a decade of research and development to protect our currency from counterfeiting. To ensure a seamless introduction of the new \$100 note into the financial system, we will continue global public education of financial institutions and industry organizations to ensure that users of U.S. currency are aware of the new security features," said Treasurer of the United States Rosie Rios.

"For 145 years, the men and women of the United States Secret Service have worked diligently to protect the integrity of U.S. currency from counterfeiters," said Director Mark Sullivan. "During that time, our agency has evolved to keep pace with the advanced methodologies employed by the criminals we pursue. What has remained constant in combating counterfeiting, however, is the effectiveness of consumer education initiatives that urge merchants and customers to examine the security features on the notes they receive."

Although less than 1/100<sup>th</sup> of one percent of the value of all U.S. currency in circulation is reported counterfeit, the \$100 note is the most widely circulated and most often counterfeited denomination outside the U.S.

"The \$100 is the highest value denomination that we issue, and it circulates broadly around the world," said Michael Lambert, Assistant Director for Cash at the Federal Reserve Board. "Therefore, we took the necessary time to develop advanced security features that are easy for the public to use in everyday transactions, but difficult for counterfeiters to replicate."

"The advanced security features we've included in the new \$100 note will hinder potential counterfeiters from producing high-quality fakes that can deceive consumers and merchants," said Larry R. Felix, Director of the Treasury's Bureau of Engraving and Printing. "Protect yourself - it only takes a few seconds to check the new \$100 note and know it's real."

The new design for the \$100 note retains three effective security features from the previous design: the portrait watermark of Benjamin Franklin, the security thread, and the color-shifting numeral 100.

The new \$100 note also displays American symbols of freedom, including phrases from the Declaration of Independence and the quill the Founding Fathers used to sign this historic document. Both are located to the right of the portrait on the front of the note.

The back of the note has a new vignette of Independence Hall featuring the rear, rather than the front, of the building. Both the vignette on the back of the note and the portrait on the front have been enlarged, and the oval that previously appeared around both images has been removed.

For a more detailed description of the redesigned \$100 note and its features, visit [www.newmoney.gov](http://www.newmoney.gov) where you can download or order free training materials, which are available in 25 languages.

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