

FOR IMMEDIATE RELEASE

YottaMark Releases Free GTIN Assignment Tool for the Produce Industry

GTIN assignment tool -part of the HarvestMark® PTI offering - made available as grower-shippers complete and distribute their GTIN lists

Redwood City, Calif. - September 30, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that it is making its HarvestMark GTIN Assignment Tool available to growers and shippers at no cost to help the produce industry meet the third milestone of the Produce Traceability Initiative (PTI). By September 30, 2009, the PTI calls for produce shippers to complete and share their Global Trade Item Number (GTIN) assignments with buyers. The GTIN is a 14-digit number based upon GS1 standard protocols that is used to identify a case of produce.

The HarvestMark GTIN Assignment Tool was developed as part of the HarvestMark PTI suite of solutions to help ease implementation of the PTI. Designed by working closely with growers, packers, shippers, and produce buyers, the GTIN assignment tool simplifies and speeds the assignment of GTINs to each of the shipper's product configurations. GTIN lists from the tool can be easily shared with buyers, and can be exported for use with HarvestMark PTI to produce PTI compliant case labels.

The HarvestMark GTIN Assignment Tool features include:

- Drop down menus for easy selection of commodity, variety, country of origin, and many other primary attributes
- Built in error-correction that detects incorrectly entered attributes, duplicate item numbers, and internal inconsistencies
- Automatic calculation of checksum digit thereby eliminating manual checking at the GS1 website
- Automatic generation of the Comma Delimited Text file in the correct format required for communication to customers

“We created a simple and powerful tool to generate case-level GTINs specifically for produce,” said Elliott Grant, CMO and Founder, YottaMark. “With the next PTI milestone upon us, we felt that it was an appropriate time to make this tool widely and freely available to assist grower- shippers with any remaining tasks to update and distribute their GTIN lists. We also know that GTIN lists are not static, and the HarvestMark GTIN Assignment Tool is a useful tool to manage GTIN assignments on an ongoing basis. We’ve had great feedback from many in the industry regarding our HarvestMark PTI solution and this GTIN tool and want to offer our experience to help grower-shippers succeed with their PTI initiatives.”

For free access to the HarvestMark GTIN Assignment tool, please visit the HarvestMark booth #4524 at the PMA Fresh Summit, or email us at info@harvestmark.com.

HarvestMark is the leading fresh food traceability solution. The family of products implements PTI compliant labeling, speeds response to food safety issues, and creates new connections between brands and consumers. HarvestMark PTI provides the best solution to efficiently print the right PTI label, at the right time, integrating smoothly with existing packing and harvesting workflows. The HarvestMark family also includes item-level traceability solutions, carrying trace-back from harvest to home. Each of these products makes traceability and supply chain information available through the HarvestMark Portal. Producers, produce buyers, and consumers have instant and controlled access to trace-back, distribution details, quality data, and food safety information - together providing essential product and category management tools.

About YottaMark, Inc.

YottaMark, Inc. specializes in product traceability and authentication solutions that deliver valuable business intelligence when and where it's needed. Leading companies in the fresh foods, electronics and consumer goods industries rely on YottaMark's robust traceability platform to conduct precise trace back, enhance communication, and increase security in their supply chain.

[HarvestMark](#)®, the fresh food traceability solution from YottaMark, is the industry's fastest growing traceability application. To date, over 750 million produce packages have been enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain.

Designed for field- and line-packed produce, HarvestMark offers a complete suite of traceability solutions, including case and item-level. It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a variety of packaging formats making it quick to deploy with no interruption to business operations.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at www.YottaMark.com and www.HarvestMark.com or call 1-866-76-TRUST (or +1.650.264.6200).

###

Press contact:

Miz Nakajima
mnakajima@YottaMark.com
503-997-6045