

FOR IMMEDIATE RELEASE

YottaMark Launches HarvestMark® for Cases

Easy-to-deploy traceability solution delivers on-demand product information and quality alerts in response to food safety concerns and recalls

REDWOOD CITY, CA - July 22, 2008 - YottaMark, Inc., a leader in product traceability, authentication and marketing solutions, today announced the launch of HarvestMark® for Cases. This enhancement to HarvestMark, a market-proven fresh food traceability solution, provides on-demand product alerts, direct quality feedback, and secure access to harvest data, in addition to marketing programs designed specifically for the foodservice supply chain.

Compliant with GS1 and other emerging traceability standards, the HarvestMark for Cases solution uses secure codes printed on cases to deliver instant trace-back and enable easy trace-forward in response to suspected food borne illness or recall events. Giving each product a unique identity, the solution creates one-to-one communications between growers, distributors, retailers and foodservice operators - providing relevant product information 24 hours a day, seven days a week.

“Access to information and the ability to communicate across the supply chain are critical in today’s produce supply chain,” said Mike Jacobson, warehouse manager for Eagle Eye, a Utah-based fresh produce packer and an early adopter of the HarvestMark solution. “Through HarvestMark, our foodservice customers can easily obtain information about our product offerings - including source of origin, harvest data and other safety information - through a secure site. This has not only enhanced our ongoing food safety efforts but has also helped us establish new levels of confidence and trust with our customers.”

HarvestMark codes on each case or pallet can be scanned or typed in at a secure Web portal to access up-to-date product information. Available anywhere, anytime, the system enables brand owners to combine traceability with marketing programs such as surveys and promotions, and deliver information customized for each constituent. Foodservice operators, quick service restaurants (QSR), and retailers can trace and access product information and benefit from on-demand product and quality alerts. They can also provide instant feedback on produce quality, timeliness, and other supply chain data. The system is also designed to integrate with other data streams - such as time-temperature monitoring from PakSense, a leader in cold chain monitoring solutions.

“The ability to quickly determine which cases of produce may or may not be impacted in a specified recall is imperative for foodservice buyers and shippers that source and distribute products from multiple suppliers,” said Kip Knight, YottaMark advisory board member and former marketing executive for Taco Bell Corp. and KFC International. “HarvestMark provides visibility into essential harvest and product information, and drives the delivery of timely product quality and safety alerts, as well as other valuable information essential to making critical food safety decisions that can impact hundreds of thousands of end customers.”

As an on-demand hosted solution, growers, packers and shippers can get started on day one without installing and supporting costly computer servers and complex enterprise software. HarvestMark features an open architecture for seamless integration with material requirements planning (MRP) or enterprise resource planning (ERP) systems, and easily fits into existing foodservice workflows. Designed for field- or line-packed produce, meat, and seafood, HarvestMark deployment offers zero impact on packaging productivity, and works with a wide range of packaging formats and practices.

YottaMark will be exhibiting at the upcoming Produce Marketing Association (PMA) Foodservice Conference and Exhibition taking place in Monterey, Calif., July 25 to 27th. To learn more about HarvestMark solutions visit www.HarvestMark.com or call 1-866-768-7878 or +1 650-624-6200 for international calls.

About YottaMark, Inc.

YottaMark, Inc. provides the most secure and simple to deploy unit-level brand security and real-time channel intelligence solution in the market. YottaMark's powerful technology platform delivers effective product authentication and traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales. [HarvestMark®](#), the fresh food traceability solution from YottaMark, speeds response to suspected recall events, and delivers valuable item-level product information and marketing programs across the supply chain, all the way to the consumer.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, electronics, and consumers packaged goods industries rely on YottaMark to increase security in the channel and inspire trust in their brands.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at www.YottaMark.com.

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