

FOR IMMEDIATE RELEASE

YottaMark Expands HarvestMark Operations in Mexico

New packaging relationships, and in-country sales and support team through partnership with AgroSupport of Mexico, brings traceability resources to Mexican grower/shippers

Redwood City, Calif. - Jan. 19, 2010 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that it has expanded its sales and support team in Mexico to deliver localized services to HarvestMark customers. A new relationship with AgroSupport of Mexico (ASM) will enable HarvestMark to deliver rapid customer service and engineering support, and extend the availability of HarvestMark products across the region through a local account team.

Today, more than a dozen Mexican grower/ shippers rely on HarvestMark to deliver item-level traceability and PTI-compliant case-level traceability. Consumer interest in traceability continues to grow rapidly, and the next two Produce Traceability Initiative (PTI) milestones are slated to take place within the next nine months. As a result, enhanced traceability implementation plans are a critical topic for the industry.

As a leading agriculture support company, ASM assists companies with food safety and quality control programs across the supply chain from the field, to packinghouses and distribution centers. ASM is comprised of produce veterans with decades of experience working closely with growers and packers across the country. As a HarvestMark Certified Partner, ASM, based in Culiacán, Sinaloa, Mexico, will assist with sales, and provide in-country implementation and deployment of HarvestMark solutions in Mexico.

"We are honored to have cultivated relationships with leading grower/shippers in Mexico," said J. Scott Carr, president and CEO, YottaMark. "Adoption of HarvestMark in Mexico is growing, and we're pleased to expand our account and on-site service and support team with ASM. With extended staff based in key growing locations we're the best-positioned traceability vendor to support customers across Mexico."

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.com 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 a billion 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)

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