

## YottaMark Receives Industry Accolades

*Traceability leader recognized in Food Logistics' FL100; selected as a finalist for Red Herring global award*

Redwood City, Calif. - December 23, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, announced today that it has been recognized in the FL100, *Food Logistics* magazine's annual listing of top 100 technology and solution providers that help grocery and foodservice distributors and manufacturers reach their business goals. In addition, YottaMark has been chosen as one of 200 finalists for the Red Herring 100 Global Award, a prestigious award honoring the year's most promising private technology ventures in the world. Earlier this year, YottaMark received the Red Herring 100 North America Award.

YottaMark solutions deliver product traceability, authentication and valuable business intelligence, when and where it is needed. Nearly 100 brands use HarvestMark<sup>®</sup>, the fresh food traceability solution from YottaMark, as their traceability platform of choice. The HarvestMark solution helps comply with industry requirements, speed response to potential food safety events, and create new and profitable connections directly with buyers and consumers.

"HarvestMark has achieved leadership in traceability for fresh produce, and is expanding every month," said J. Scott Carr, president and CEO, YottaMark. "We're proud to serve an outstanding group of fresh food shippers and their grower/packers across the U.S., Mexico, and Canada. Food safety is a leading global issue and we're honored to be recognized by the industry we serve with the FL100 award, and to be a finalist for the global recognition from *Red Herring* for our innovation and tremendous potential."

Grower-shippers, produce buyers, and consumers have instant and controlled access to trace-back, distribution details, quality data, and food safety information. This fall, the company released a new version of HarvestMark for the fresh-cut segment of the produce industry, which is currently being implemented with Fresh Selections by Kroger packaged salad.

The Red Herring 100 Global winners will be announced at the Red Herring event taking place January 12- 14, 2010 in Laguna Niguel, Calif. Winners are chosen based on their financial performance, technology innovation, quality of management, execution of strategy, and integration into their ecosystem.

### **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<sup>®</sup>, 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](http://www.YottaMark.com) and [www.HarvestMark.com](http://www.HarvestMark.com) or call 1-866-76-TRUST (or +1.650.264.6200)

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