



## Press Release

### Bay Area Financial Executive to Join YottaMark as VP of Finance and Operations

*William Hoover to oversee finance and operations for the traceability leader*

Redwood City, Calif. - February 17, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that William (Bill) Hoover has joined the company as vice president of finance and operations. In this new role, Hoover will lead the finance, IT, and customer support functions.

"Bill's proven experience helping build successful venture-backed companies makes him an ideal fit for this role," said J. Scott Carr, president and CEO, YottaMark. "We are excited to add another world class executive to our management team as the company experiences rapid growth in customer demand."

Today nearly 150 million produce products from leading national brands are enabled with HarvestMark, the fresh food traceability solution from YottaMark, and this number is growing every day. The HarvestMark solution brings growers, shippers, and buyers the traceability tools they need to enhance food safety programs, improve quality management, and create new value across the supply chain, all the way to the consumer.

Hoover brings to YottaMark a unique combination of public company audit, financial management, merger and acquisition, and operations leadership. Prior to joining YottaMark, Hoover served as vice president of finance and operations for Five Across, Inc., a social networking and online community building company, as well as Cyanea Systems Corp., an application management software development company, both which he helped build and subsequently sell to Cisco Systems and IBM Corporation, respectively.

Previously, he was the vice president of finance for the San Francisco-based genetic counseling company DNA Direct. He also served as vice president of integration for SelectBuild Construction, Inc., a publicly traded construction services company where he spearheaded an acquisition integration process for nine newly acquired companies and two operational mergers, which resulted in the addition of 9,000 employees and annualized revenue growth from \$1B to over \$2B. Hoover started his career in the financial industry at Arthur Andersen. He has also held management positions at PlanetRx.com and B2SB Technologies Corp. He holds a bachelor's degree in business administration from the University of California, Berkeley.

"This is an exciting time for YottaMark as they build on the ongoing momentum behind HarvestMark and capitalize on its leadership position in traceability," said Hoover. "YottaMark's innovation and growth trajectory, coupled with its leadership in this category and financial strength, position it well for strong growth and expansion. I'm looking forward to helping accelerate the company's success."

YottaMark specializes in product traceability and authentication solutions that deliver valuable business intelligence, when and where it is needed. HarvestMark®, the leading on-demand fresh food traceability solution from YottaMark, delivers instant traceability for products from anywhere in the supply chain. Compliant with the Produce Traceability Initiative (PTI), HarvestMark is used by some of today's most successful produce companies as the traceability platform of choice to comply with

industry requirements, enhance their food safety programs, and promote their products and growing practices to differentiate their brands and connect directly with buyers and consumers.

**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 traceback, 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, nearly 150 million produce items are enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain, all the way to the consumer.

Designed for field- and line-packed produce, HarvestMark is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative. It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a wide range 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).

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