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Brand Protection Alliance Grows to Twelve with Addition of YottaMark

(Graham, NC) September 25, 2006 - YottaMark has joined the Brand Protection Alliance as its twelfth member. "The addition of YottaMark to the Brand Protection Alliance is yet another example of the BPA's commitment to offer our clients best in class end-to-end comprehensive solutions," said Lynn Crutchfield, BPA President. "Product fingerprinting is a growing technology that enables more users to participate in the brand protection cycle to ensure that they are getting genuine and safe products. YottaMark's clear dedication and commitment to the brand protection industry is highly regarded by the BPA membership. We view them as an action-oriented player in the field and are delighted to have them working with us."

YottaMark's product fingerprint™ solution detects and deters counterfeit, diverted goods and fraud and lets consumers, brand owners, supply chain and security officials easily authenticate individual products anytime, anywhere via the Internet or by cell phone. YottaMark's threat analysis engine provides brand owners real-time intelligence from the field and an early warning of attacks on their brands. "We are excited to have the opportunity to work with the other members of the BPA to bring world class security solutions to brand owners." Elliott Grant, CEO, YottaMark, said. "Given the complexity of modern technologies and the proliferating array of offerings in the market, we believe the BPA is an important way to reduce search costs for buyers of security solutions."

The Brand Protection Alliance was established to serve as a resource organization that assist's brand owners in the design, development and implementation of customized, secure solutions against consumer product counterfeiting and diversion. For more information on the Brand Protection Alliance, visit our website at www.brandprotectionalliance.com.