



## Press Release

### YottaMark Signs Brady Corporation as Worldwide Reseller of its Brand Security Solutions

*Brady to integrate the YottaMark Authentication Platform into its brand protection offerings*

**REDWOOD CITY, CA - January 28, 2008** - YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced that it has signed a worldwide distribution agreement with Brady Corporation (NYSE:BRC) to resell the company's Authentication Platform comprised of anti-counterfeiting, anti-diversion and traceability solutions. Brady will combine the YottaMark solution with its leadership in secure die-cut label products, and use its global infrastructure to deliver YottaMark solutions in electronics, medical devices, automotive, mobile handsets, aerospace, electrical and data communication markets worldwide.

Using a combination of an on-demand software platform and unique, secure and non-sequential codes printed on labels or packaging, the YottaMark solution detects and deters counterfeiting and diversion, and provides traceability to authorized users in the supply chain - including consumers. The platform is available to inspectors, authorized law enforcement officials, and for consumer applications via the Internet, secure Web-portals and mobile phones, 24 hours a day, 7 days a week. This new capability enables brand owners to defend against fraud, offer authentication directly to consumers, and deliver unit-level marketing programs to differentiate product offerings. YottaMark helps brand owners enhance the connection with their brand and obtain insight into customer buying behaviors and experiences.

"Brady Corporation is a world leader in identification and protection solutions and the YottaMark Authentication Platform is an important addition to Brady's brand security portfolio," said Scott Hoffman, Sr. VP Global Die Cut Operations, Brady Corp. "YottaMark encrypted codes printed on Brady security labels can be a very effective public authentication tool for any brand owner trying to control counterfeiting or diversion."

"Brady provides standard and custom engineered security labels and services for product anti-counterfeiting, anti-diversion, tamper resistance and brand protection," said Dennis Polinski, Global Business Manager for Brand Protection, Brady Corporation. "Through encrypted serialization YottaMark provides simple authentication along the supply chain with real-time intelligence to detect and respond to fraudulent behavior. Brady and YottaMark make a powerful combination to address product counterfeiting and product diversion."

Unlike serial numbers, YottaMark codes are securely encrypted, never repeat and cannot be predicted. YottaMark's on-demand software system is quick to implement, and delivers a powerful set of tools to aid brand owners' programs to detect and deter counterfeiting, diversion, and fraud.

"Product counterfeiting, fraud and diversion places businesses and consumers at risk, and costs brand owners billions of dollars in lost revenue and brand equity annually," said J. Scott Carr, president and CEO of YottaMark. "YottaMark delivers solutions that help secure products and inspire trust in brands. Brady has established an outstanding brand protection product line and we look forward to working with the talented global team at Brady to bring these world-class solutions to market."

**About Brady Corp.**

Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products, and people. Its products help customers increase safety, security, productivity, and performance and include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials.

Founded in 1914, the company has more than 500,000 customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical, and a variety of other industries. Brady is headquartered in Milwaukee and employs more than 8,600 people at operations in the Americas, Europe, and Asia/Pacific. Brady's fiscal 2007 sales were approximately \$1.363 billion. For information about Brady's Brand Protection Solutions, contact the Brady Brand Protection Solution Center at 1-800-297-5778, or visit [www.bradysecurity.com](http://www.bradysecurity.com).

**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 unit-level traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, pharmaceutical, 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](http://www.yottamark.com).

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