



## Press Release

### Borders Melon Company and Borders Melons East Select HarvestMark®

*Traceability solution gains strong momentum in the watermelon industry with the addition of North America's largest watermelon grower and distributor*

Redwood City, Calif. - February 19, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that the HarvestMark traceability solution is gaining strong traction in the watermelon industry. Texas-based Borders Melon Company and Georgia-based Borders Melons East have joined the growing list of watermelon growers implementing HarvestMark for the 2009 harvest season. Borders Melon Company is the largest grower and distributor of watermelons in North America providing a year-round supply from farms in Texas and Mexico. Borders Melons East is already in production delivering traceable watermelons with HarvestMark to retail and foodservice customers in the southeast.

"Unit-level traceability is especially critical for products such as watermelons that are often affected by commingling and loss of case-level identification issues," said Bob Morrissey, executive director, National Watermelon Association. "HarvestMark is quickly becoming a major traceability solution of choice for the watermelon industry already providing trace-back capabilities to 25 percent of the total volume of watermelons expected to be shipped for 2009. We support HarvestMark's efforts and look forward to seeing our growers and shippers utilize this technology to share their stories, connect with consumers, and help reinforce the entire industry's commitment to safety and quality."

HarvestMark is the leading, traceability platform for fresh produce. Compliant with GS1 standards and the Produce Traceability Initiative (PTI), HarvestMark delivers item- and case- level traceability that provides instant access to harvest, distribution, quality, and food safety information, when and where it's needed. HarvestMark is in use today by dozens of produce shippers across the U.S. and Mexico who have chosen the platform to easily deploy effective traceability across a wide range of produce products. Other watermelon growers using HarvestMark include Coosaw Farms, Grower's Select, Melon 1, Mouzin, Premier and Sun State. Today, nearly 150 million produce products have been enabled with HarvestMark traceability, from berries and tomatoes to watermelons and peppers and more.

"Implementing HarvestMark will strengthen our well established food safety program as we continue our commitment delivering safe, healthy and delicious supply of watermelons year around," said Nowell Borders, owner, Borders Melon Co. "We are excited to deliver traceable watermelons using HarvestMark and bring new information to our supply partners and consumers that want to learn more about Borders watermelons."

"With HarvestMark, launching a traceability program has never been easier," said Barry Plotnick, manager, Borders Melons East. "Traceability benefits the entire supply chain, and will play a key role in boosting overall consumer confidence and bringing new safeguard in food safety."

"We're excited to bring Borders - the largest watermelon growers and shipper in the country - onboard as a HarvestMark customer," said J. Scott Carr, president and CEO, YottaMark. "HarvestMark has become the trusted traceability solution for its simplicity, effectiveness and ability to deliver ongoing business value - even when there is no crisis. Today, growers can enhance food safety and quality management, and take advantage of new ways to connect and communicate with their network of

partners and consumers about a wide range of information, from produce origin and farming practices to distribution and quality data to help boost overall operations, drive profits and build ongoing trust.”

To learn more about HarvestMark, visit [www.HarvestMark.com](http://www.HarvestMark.com) or call 1-866-76-TRUST (or +1.650.264.6200).

#### **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](#)<sup>®</sup>, 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 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).

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