



Del Campo Adopts HarvestMark® for Traceability of Tomatoes and Peppers

Leading Mexican tomato and pepper shipper to deploy HarvestMark® from YottaMark to reinforce food safety and deliver on-demand traceability to buyers and consumers

REDWOOD CITY, CA - October 23, 2008 - YottaMark, Inc., a leader in product traceability, authentication and marketing solution, today announced that Del Campo Supreme will deploy HarvestMark for instant trace-back and trace-forward of its tomatoes and peppers. A leading grower/shipper of organic, hydroponic hothouse and open-field grown tomatoes and peppers, Del Campo is the first Mexican grower/shipper to deploy HarvestMark on bags, clamshells, and cases of tomatoes and peppers. Implementation is underway and traceable produce will be provided to both retail and foodservice buyers this season.

The HarvestMark solution gives cases, trays, and pallets a unique identity that links to harvest, packing, and supply chain information. The HarvestMark portal provides instant trace-back, and easy access to distribution, quality, and food safety information. Using HarvestMark Codes, consumers will be able to access traceability information and the Del Campo brand story at home via the web. In addition, Del Campo will use the HarvestMark solution to offer enhanced traceability and supply chain management services to its retail buyers - further differentiating their products and customer service.

"Food safety and quality control are cornerstones of our business, and on-demand traceability adds a critical business value to the existing operations and future growth of Del Campo," said Martín Ley, vice president, Del Campo Supreme. "HarvestMark will enable us to quickly comply with the Product Traceability Initiative and allow us to extend our rigorous food safety practices to our distributors and buyers. In addition, we will build new connections to end consumers to receive feedback from the network that will ultimately help us enhance the products we offer to the market."

Compliant with the Produce Traceability Initiative, HarvestMark codes can be scanned or typed in at a secure Web portal to access up-to-date product information. Buyers, distributors and customers can provide direct feedback on product quality and time to market, which can be correlated to the farm, crew, and date. Available anywhere, anytime, the system enables Del Campo to combine traceability with marketing programs such as surveys and promotions, and deliver tailored information for each customer.

"New standards are transforming the \$100 billion produce industry and leaders like Del Campo realize that implementing on-demand traceability today can have a tremendous multiplier effect on their business," said J. Scott Carr, president and CEO, YottaMark. "We are excited to work with Del Campo as their trusted partner to help implement a successful traceability initiative, and help them reach and exceed their growth and brand equity goals."

Designed for field- or line-packed produce, HarvestMark is a complete traceability solution. It accommodates a wide range of workflows with an open-platform for seamless integration with existing systems. HarvestMark is compliant with the GS1 and PMA Traceability Guidelines, and supports a wide range of packaging formats making it quick to deploy with no interruption to business operations.

To learn more about HarvestMark, visit www.harvestmark.com or call 1-866-76-TRUST (or +1.650.264.6200).

About Del Campo Supreme

Del Campo is a leading grower and shipper of organic, hydroponic hothouse and open-field grown tomatoes and peppers. Based in Nogales, Ariz. with growing operations in Western and Central Mexico, Del Campo provides year-round fresh products to retail and foodservice buyers across North America from its distribution centers in Arizona and Texas.

Del Campo employs the latest and most modern food safety practices and traceability methods, and is recognized as an industry leader among domestic and foreign producers on food safety. Del Campo is the recipient of the 2008 International Tomato Grower Achievement award by Meister Media and was honored by the President of Mexico as the 2003 "Mexico Exporter of the Year" including distinction as a "Socially Responsible Company" for the last three consecutive years.

To learn more about Del Campo, visit www.delcampo.com.mx or call +1-520-281-4733.

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 traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales. [HarvestMark®](#), the fresh food traceability solution from YottaMark, speeds response to suspected recall events, and delivers valuable product information and marketing programs across the supply chain, all the way to the consumer.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, electronics, and consumer 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.

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Press contact:

Miz Nakajima
mnakajima@yottamark.com
503-997-6045