



## Press Release

### Driscoll's Selects YottaMark for Item-Level Traceability

*World's leading berry supplier spearheading efforts to deliver unit-level traceability on a national scale*

REDWOOD CITY, CA - May 7, 2008 - YottaMark, Inc., a leader in item-level brand security and marketing solutions, today announced that Driscoll's has selected its HarvestMark® solution for unit-level traceability of berries. The world's leading fresh berry company will be the first to integrate the HarvestMark solution with its existing traceability initiatives bringing instant trace-back to its buyers, and unique marketing programs to consumers. Driscoll's successfully completed a trial of the HarvestMark solution, which demonstrated effective integration of the system with packaging and harvest processes. The program is now starting expanded field trials, and full roll-out will begin when integration is complete.

Driscoll's will apply HarvestMark Codes on the labels of each clamshell to provide unit-level traceability information to anyone in the distribution chain - including consumers - via a secure Internet portal. Different levels of information can be available to each constituent group, providing appropriate security and control. Buyers can access data anywhere, anytime via the Internet. Consumers can access traceability and new marketing programs through the Internet or in-store HarvestMark Kiosks.

"Food safety has always been a priority at Driscoll's. We see traceability - and the information it provides - as an essential element of our food safety program and another way to delight berry consumers," said Miles Reiter, Chairman and CEO of Driscoll's. "Consistent with our market leadership, Driscoll's is pleased to lead the industry with the first complete unit-level traceability program all the way to the consumer."

Compliant with GS1 traceability standards, the HarvestMark solution from YottaMark can be implemented without the need for technology in the field, speeding deployment and ensuring that traceability can be implemented with no negative impact on picker productivity. The instant information delivery at the unit-level speeds trace-back and trace-forward transactions in response to suspected recall events, enhancing food safety for all involved.

"Food safety is essential to all participants in the produce supply chain," said J. Scott Carr, president and CEO, YottaMark. "Today's consumers want to know more about the products they purchase, and Driscoll's is leading the way with food safety and providing a direct connection with the end consumer. We're delighted to have been chosen to help Driscoll's deliver this important unit-level program."

To learn more about HarvestMark and other YottaMark solutions visit [www.yottamark.com](http://www.yottamark.com) or call 1-866-76-TRUST (or +1.650.624.6200).

**About Driscoll's**

Driscoll's is a third generation, family-owned and -operated fresh berry company. As the world's leading berry company, Driscoll's uses natural breeding methods to create plant varieties that produce The Finest Berries in the World®. Driscoll's mission is to Continually Delight Berry Consumers. Driscoll's conventional and organic strawberries, raspberries, blueberries and blackberries are grown by independent farmers around the globe, and are available year 'round.

**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. HarvestMark is YottaMark's traceability solution for the food industry. Find out more at [www.harvestmark.com](http://www.harvestmark.com).

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