

## FOR IMMEDIATE RELEASE

### El Rosal Signs on to Deploy HarvestMark® for PTI

*Mexican grower to supply traceable cucumbers, peppers and tomatoes with HarvestMark case-level traceability solution*

Redwood City, Calif. - October 2, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that Agricola El Rosal has selected the HarvestMark PTI solution to deliver PTI-compliant traceability for cases of tomatoes, peppers and cucumbers. The first HarvestMark systems are already in place at key El Rosal packing locations.

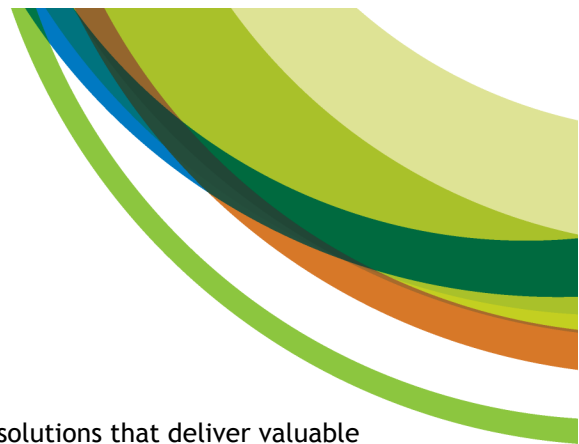
With the recent passing of the third milestone for the Produce Traceability Initiative (PTI), many grower-shippers are moving forward with case-level traceability programs to meet retailer and foodservice operators' requests for enhanced traceability.

"We chose HarvestMark to help us quickly get on the path to comply with the Produce Traceability Initiative (PTI), and deliver on-demand traceability that meets the standards and requirements of our buyers," said Thierry Legros, El Rosal. "We're excited to incorporate HarvestMark and deliver this new level of value to reinforce our commitment to food safety and high-quality produce."

El Rosal will deploy HarvestMark PTI to simplify the GTIN assignment process, and easily apply PTI-compliant labels to each case. HarvestMark PTI systems will be used at each packinghouse to meet the labeling requirements and automatically capture key harvest and packing data. Traceability and product information will be available to buyers via the HarvestMark.com Portal.

"As the Mexican growing season ramps up, we are pleased to bring our experience to growers, packers, and shippers to help with their traceability programs," said J. Scott Carr, president and CEO, YottaMark. "We're excited to be working with El Rosal and continue expanding the deployment of our PTI offering in Mexico. This is a critical time for the produce industry as grower-shippers work to determine the right PTI implementation strategy for their operations while addressing their buyers' needs. We look forward to working with El Rosal to help them launch a successful PTI program and drive efficiency in overall industry trace-back efforts."

HarvestMark is the leading fresh food traceability solution. The HarvestMark family of products implements PTI-compliant labeling, speeds response to food safety issues, and creates new connections between brands and consumers. HarvestMark PTI provides the best solution to efficiently print the right PTI label, at the right time, integrating smoothly with existing packing and harvesting workflows. The HarvestMark family also includes item-level traceability solutions, carrying trace-back from harvest to home. Each of these products makes traceability and supply chain information available through the HarvestMark Portal. Grower-shippers, produce buyers, and consumers have instant and controlled access to trace-back, distribution details, quality data, and food safety information - together providing essential product and category management tools.



**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 trace back, enhance communication, and increase security in their supply chain.

[HarvestMark](#)®, the fresh food traceability solution from YottaMark, is the industry's fastest growing traceability application. To date, over 750 million produce packages have been enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain.

Designed for field- and line-packed produce, HarvestMark offers a complete suite of traceability solutions, including case and item-level. 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) or call 1-866-76-TRUST (or +1.650.264.6200).

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