

FOR IMMEDIATE RELEASE

George Perry & Sons to Deliver Traceable Watermelons using HarvestMark®

California watermelon grower-shipper selects HarvestMark to enhance food safety and connect directly with buyers and consumers

Redwood City, Calif. - July 13, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that leading California watermelon grower-shipper George Perry & Sons has selected the HarvestMark® solution for traceability of its watermelons.

The 85-year-old Manteca, Calif.-based producer of watermelons, pumpkins and hardshell squash, is the latest to join the growing roster of produce companies that are using HarvestMark for their traceability platform. To date, over 500 million produce items and cases - including over 25 percent of the total volume of watermelons expected to ship in 2009 - have been enabled with HarvestMark traceability codes for easy trace-back.

"We have a long-established presence in the San Joaquin Valley and our watermelons, pumpkins and squash are very popular throughout the region," said Ron Perry, CFO, George Perry & Sons. "Implementing a traceability initiative is the next natural step in our ongoing efforts to enhance communication with our buyers and consumers. We are excited to launch this important program using one of the industry's most trusted traceability solutions, HarvestMark."

PLU labels on each watermelon will carry a unique HarvestMark code. Simply entering the code at Harvestmark.com will lead consumers directly to information about that specific watermelon including variety, where it was harvested, food safety notices, and other valuable product information. Access to on-demand information on product quality and time to market - which can be correlated to the farm, crew, and date - help enhance product and category management. George Perry & Sons also plans to use HarvestMark to deliver marketing information such as growing practices, recipes and surveys for consumer feedback.

"Achieving enhanced traceability is a key initiative for the fresh food industry, and many companies are embarking on this initiative with item-level traceability because it's simple to deploy and the benefits are substantial," said J. Scott Carr, president and CEO, YottaMark. "We are thrilled to be working with George Perry & Sons to implement HarvestMark and help enhance overall communication across the supply chain and improve its connection with the consumer."

HarvestMark is the leading traceability solution for produce. HarvestMark delivers item-level and PTI-compliant 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 from berries and tomatoes to peppers and

watermelons. To learn more about HarvestMark, visit 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 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 500 million produce items and cases have been 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 (PTI). 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 and www.HarvestMark.com.

###

Press contact:

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