



HarvestMark™ Allows Produce Brands to Deliver Traceability All the Way to the Consumer, at Home and in the Store

YottaMark delivers unit-level produce traceability without the cost and hassle of technology in the field

Houston, TX - October 13, 2007 - YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced the immediate availability of a new release of its HarvestMark™ solution for fresh food traceability. The release includes the new HarvestMark Kiosk, bringing traceability to the retail store, and tools and processes to accomplish unit-level traceability without the need to deploy scanners and software in the field.

YottaMark recently commissioned an independent survey of over 2,700 US households to understand consumers' interest in traceability. The survey results show that 84% of respondents have a preference for traceable produce. Further, the survey found that consumers now want access to traceability and product information in the grocery store and at home.

"Food safety has become an important influencer of consumers' buying decisions," said J. Scott Carr, president and CEO of YottaMark. "Delivering timely unit-level product and traceability information presents an opportunity for competitive advantage for brands in the market. HarvestMark allows growers, brand owners, and retailers to easily and cost effectively implement traceability, reaching all the way to the consumer, responding to consumer information needs and building new brand relationships with the end customer."

The HarvestMark Kiosk, now available with this release of HarvestMark, brings the HarvestMark solution capabilities into the retail store. The HarvestMark Kiosk is an innovative in-store terminal, similar in design to a self-service price-check kiosk. Designed for deployment in the produce aisle, the HarvestMark Kiosk combines the HarvestMark software with a color touch-screen and built in barcode scanner. Shoppers simply scan a HarvestMark coded label and are instantly presented with traceability and product information. Brand owners and retailers control the information that is displayed, such as organic and sustainability practices, a harvest date or date range, images of the ranch or grower, and other marketing information. The HarvestMark servers in the YottaMark data center do all the work, behind the scenes, without the need for costly IT to be deployed and maintained in retail locations.

Working directly with growers YottaMark has developed new data collection tools and business practices that accomplish traceability without needing scanners, PCs, or software in the field. Data collection has zero impact on picker productivity, and works with a wide range of packaging formats and practices. The HarvestMark solution is an 'on-demand' hosted system - requiring no technology integration or databases to maintain. This makes it cost-effective and quick to deploy - for large and small brands alike.

(Continued next page)



Press Release

Using a combination of unique, secure and non-sequential codes printed on labels or packaging, the HarvestMark solution allows anyone in the supply chain - including consumers - access to information via the Internet, secure Web-portals - even mobile phones - 24 hours a day, 7 days a week.

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.

Our security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, pharmaceutical, electronics, and consumers packaged goods industries rely on us to increase security in the channel and inspire trust in their brands.

YottaMark is a privately held company headquartered in Redwood City, CA, USA. More information can be found at www.yottamark.com.

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