



Highland Corporation to Deliver Traceable Packaging Using HarvestMark®

Highland Corporation will offer the HarvestMark fresh food traceability solution from YottaMark to enhance its packaging and label offerings

Redwood City, Calif. - October 23, 2008 - YottaMark, Inc., a leader in product traceability, authentication and marketing solutions, today announced that Florida-based Highland Corporation of Central Florida, Inc. ("Highland") will integrate HarvestMark traceability into its clamshell and label offerings, bringing item-level traceability to its produce customers across North America.

Highland delivers full-service packaging solutions offering clamshells, labels, and labeling solutions to the produce industry. Based in Mulberry, Florida, Highland serves some of the top produce brands in the country, and is a leading supplier to Florida's berry and tomato shippers.

"Traceability is no longer a maybe; it's a must-have for produce brands seeking to comply with industry guidelines, increase their value to consumers, and enhance supply chain communication, safety and trust," said Steve Maxwell, CEO, Highland. "Highland will begin offering HarvestMark traceable clamshell and label products this season, helping customers meet traceability requirements and enhance marketing to buyers and consumers."

Consumers want to know that the food they purchase is fresh and safe, and are increasingly interested in knowing where and how it was grown. Growers, distributors, retailers and food buyers need instant access to food safety and harvest information across the supply chain to manage quality and narrow the impact of potential recall events. HarvestMark delivers instant traceability to fresh food brands. Entering the unique HarvestMark code found on individual items at HarvestMark Web portals immediately delivers new levels of information about individual food items. The HarvestMark solution speeds response to suspected recall events, and provides source of origin, harvest data and safety notices, as well as other marketing programs across the supply chain, all the way to the consumer.

"Produce growers work hard to bring the best, highest-quality products to the market; and using HarvestMark enables them to now directly reach out to consumers and retail partners to tell their story," said J. Scott Carr, president and CEO, YottaMark. "By partnering with an industry leader like Highland, we can combine the latest traceability solution with premier agriculture packaging solutions to provide increased value, functionality and service to produce brands across the U.S. We're proud to work with Highland to offer the HarvestMark traceability solution to their customers."

The HarvestMark solution gives items, cases, trays, and pallets a unique identity that links to harvest, packing, and supply chain information. HarvestMark portal provides on-demand secure traceability and controlled access to distribution, quality, and food safety information. Produce growers, packers and shippers can offer enhanced traceability and supply chain management services to their retail and foodservice buyers - further differentiating their products and customer service.

Designed for field- or line-packed fresh food, HarvestMark supports the Produce Traceability Initiative (PTI) requirements, and accommodates a variety of workflows and packaging formats. The solution can

be deployed day one without expensive upfront costs or technology in the field - resulting in zero impact on harvest operations or picker productivity.

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

About Highland Corporation of Central FL, Inc.

Highland Corporation of Central FL, Inc. is agriculture's premier packaging and label supplier offering a wide array of products and services to suit the high demands and changes associated with this segment. Our product offering includes, fully integrated thermoformed clamshells, label design, label production, label application, corrugated bins and boxes, and a host of other agricultural related products.

Highland Fresh Technologies, LLC, the agricultural chemical affiliate of Highland, provides products to enhance the quality of fresh produce, reduce losses and complement food safety programs for fruit and vegetable packers.

Highland Corporation of Central FL, Inc., Inc. is a privately held company headquartered in Mulberry, Florida. For more information please visit www.highcor.com.

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 item-level 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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