



Press Release

eBay VP of Marketing Joins YottaMark Board of Advisors

Kip Knight brings over 25 years of food service, consumer goods and technology industry experience to YottaMark team

REDWOOD CITY, CA - March 10, 2007 - YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced that Kip Knight, vice president of Marketing at eBay North America, has joined its board of advisors. Knight is a veteran marketing executive with over 25 years of experience in e-commerce, food service and consumer packaged goods industries - key markets for YottaMark solutions.

Brand owners rely on YottaMark solutions to defend against fraud, offer authentication and traceability directly to consumers, and deliver innovative unit-level marketing programs to differentiate their brands and product offerings. Using the YottaMark solution, anyone in the supply chain - including consumers - can authenticate and trace goods via Web-portals, in-store kiosks, and mobile phones, 24 hours a day, 7 days a week. This capability enables brand owners to enhance the connections with their end customers and obtain insights into customer buying behaviors and experiences.

"Consumers around the world are demanding more detailed information about the brands and products they buy and consume every day," said Knight. "YottaMark uniquely enables consumers to get the key information they want when they need it. I'm delighted to be able to help YottaMark create new and exciting ways to leverage this powerful technology to fulfill this growing global consumer need."

Prior to eBay, Knight served as chief marketing officer for Taco Bell Corp., a subsidiary of Yum! Brands, Inc. based in Southern California. He was also previously at PepsiCo's international restaurant division where he served in a variety of marketing and general management roles, including general manager of North Latin America, and head of marketing for KFC International. Knight also spent 10 years in brand management at Proctor & Gamble in charge of marketing well-known household brands such as Ivory Soap, and managing the development and launch of various new food and beverage brands such as Olestra.

"YottaMark is developing innovative traceability and marketing solutions at the intersection of the Internet and the food industry," said Elliott Grant, founder and CMO of YottaMark. "Kip's vast experience and insight will be incredibly valuable during this very crucial stage of growth for our company."

Using a combination of an on-demand software platform, and unique, secure and non-sequential codes printed on labels or packaging, the YottaMark solution detects and deters counterfeiting and diversion, and provides unit-level traceability for a wide range of goods including consumer electronics and fresh foods.

To help address ongoing food safety concerns, the HarvestMark™ solution from YottaMark brings traceability all the way to the consumer - at home or at the grocery store - combining product information with marketing communications tools to inspire greater consumer confidence in their

the brands they buy. In addition to offering a new way to market to the consumer, this instant information delivery speeds and focuses trace-forward and trace-back transactions in response to suspected food borne illness or recall events.

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.

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.

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