



YottaMark Announces New Authorized Reseller

Label Technique Southeast, Inc. enters into reseller agreement to offer HarvestMark and the YottaMark Authentication Platform

Redwood City, Calif. - November 6, 2007- YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced that Label Technique Southeast, Inc. based in Pensacola, Florida, has entered into an agreement to be an authorized reseller of YottaMark solutions.

Label Technique will offer HarvestMark™, the fresh food traceability solution from YottaMark, to its existing and new produce companies in the Southeast and across the U.S. In addition, Label Technique Southeast will offer the YottaMark Authentication Platform to help luxury goods brand owners deter counterfeiting and diversion.

“Food safety and traceability are key concerns for the produce industry, retailers, and the end consumer,” said Joan Wallace, president, Label Technique Southeast, Inc. “Consumers want to know that the food they purchase is fresh and safe, and they want to know where it was grown. YottaMark offers a unit-level traceability system that reaches all the way to the consumer, at home and in the grocery store, combining harvest information with marketing communication tools to enhance the connection between the brand owner and the end customer. We’re pleased to add the YottaMark solution to our set of enhanced label offerings.”

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 and mobile phones - 24 hours a day, 7 days a week. The YottaMark Authentication Platform allows brand owners to offer authentication directly to consumers via the Web, and deliver unit-level marketing programs to differentiate product offerings, enhance connection with the brand, as well as obtain insight into customer buying behaviors and experiences.

“YottaMark partners with label converters to bring a complete solution to the brand owner,” said J. Scott Carr, president and CEO, YottaMark. “Label Technique Southeast has a reputation for innovation and for delivering high quality solutions. We are pleased to have Label Technique as a partner, and look forward to working with them to deter counterfeiting and diversion, and provide complete traceability.”

Label Technique Southeast, Inc. has been offering custom label designs, printing, and delivery for more than 25 years. The company serves leading produce brands, as well as the label needs for a range of high-end luxury and consumer packaging goods companies. More information can be found at www.anticounterfeitlabeling.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 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, pharmaceutical, 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, CA, USA. More information can be found at www.yottamark.com.

###

Press contacts:

Shelley Straitiff
650-264-6208
sstraitiff@yottamark.com