



## Press Release

### Leger & Son Launches Traceability of its Watermelons Using HarvestMark™ from YottaMark

*Consumers can trace individual watermelons to source of origin and obtain produce and marketing information instantly online*

**REDWOOD CITY, CA - April 21, 2008** - YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced that Leger & Son, Inc. will begin delivering unit-level traceability of its watermelons using the HarvestMark™ solution in April 2008. Label Technique Southeast, an authorized YottaMark reseller, will provide the solution including labels pre-coded for traceability.

Leger & Son, with farms in Georgia and Florida, is a leading watermelon grower and distributor in the southeast. The implementation of HarvestMark will enable Leger & Son to provide instant trace-back and deliver new levels of produce information to retail produce buyers and consumers online. Label Technique Southeast, Inc. will provide the PLU labels that will each carry a unique HarvestMark code. Simply entering the code at [Harvestmark.com](http://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.

“The integration of HarvestMark augments our ongoing food safety program and opens new channels of communication with our retail partners and consumers,” said Greg Leger, president, Leger & Son, Inc. “Providing the ability for each of our watermelons to be traced back to source of origin, as well as deliver instant marketing information to consumers will be of tremendous value in educating the public on the health benefits of watermelons and continuing to raise awareness of our brands.”

Compliant with emerging traceability standards, the HarvestMark solution is fully compatible with the Produce Marketing Association’s *Guidelines on Traceability*. The system can be deployed for case and pallet trace-forward and trace-back, as well as full unit-level traceability. As an on-demand hosted solution, brand owners and growers can get started on day one without installing and supporting costly hardware and complex enterprise software.

“Enhancing the connection with the end customer is a key priority for any brand owner,” said Joan Wallace, president, Label Technique Southeast, Inc. “HarvestMark can offer any produce brand owner a unique, competitive edge in the market, and we are thrilled to work with YottaMark to bring HarvestMark to Leger & Son, and provide the benefits and opportunities of unit-level traceability.”

Leger & Son will implement the HarvestMark solution across its four packing locations in the southeast U.S., and will be shipping traceable watermelons in April 2008. The solution will be integrated with their current packaging process with no negative impact to packer productivity, and without the need for technology in the field.

“We applaud Leger & Son for taking proactive steps to meet consumers’ growing interests in and demands for more information about the produce they purchase,” said J. Scott Carr, president and CEO, YottaMark, Inc. “Through our alliance with Label Technique Southeast, we have the

opportunity to serve as Leger & Son's partner to deliver unit-level traceability - combining harvest and food safety information with marketing communications - all the way to the consumer."

YottaMark and Label Technique Southeast will be showcasing the unit-level traceability of Leger & Son watermelons at the upcoming United Fresh conference, taking place in Las Vegas, May 4 - 6, 2008.

**About Label Technique Southeast**

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](http://www.anticounterfeitlabeling.com), or by calling (800) 476 1028.

**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, Calif. More information can be found at [www.YottaMark.com](http://www.YottaMark.com).

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