

FOR IMMEDIATE RELEASE

Leger & Son Selects HarvestMark® Traceability for PTI Compliance

Southeast watermelon grower/shipper expands traceability program to comply with Produce Traceability Initiative

Redwood City, Calif. - July 6, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that Leger & Son has expanded its traceability program to include the deployment of HarvestMark® PTI to comply with the Produce Traceability Initiative (PTI) requirements. Having been the first in the industry to bring to market traceable watermelons using the HarvestMark solution, Leger & Son has expanded its use of HarvestMark to meet the PTI case label requirements. The PTI calls for produce shippers to complete and share their GTIN assignments with buyers by September 30, 2009, and to apply PTI compliant labels to cases by Q3 2010.

Leger & Son will deploy HarvestMark PTI to simplify the GTIN assignment process, and easily apply PTI compliant labels to each watermelon bin. HarvestMark PTI systems will be used at each packinghouse to meet the labeling requirements and automatically capture key harvest and packing data. Traceability and product information will be available to buyers via the HarvestMark.com portal.

HarvestMark PTI works with a wide range of packing workflows providing shippers the flexibility to print PTI compliant case labels either on-demand or in volume; at the packing line, in the field or at the cooler. The product includes tools developed by the HarvestMark team to simplify and speed the assignment of Global Trade Item Numbers (GTINs) to each of the shipper's product configurations, and easily share this information with buyers.

"We delivered traceable watermelons using HarvestMark at a time when many in the industry thought that item-level traceability was not feasible," said Greg Leger, owner, Leger & Son. "Our customers were delighted with HarvestMark last season. This year new industry requirements for case-level traceability are coming, and we selected HarvestMark PTI because the solution is simple to deploy, effective and helps us meet the standard and our customers' requirements. It just makes good sense."

HarvestMark PTI simplifies PTI compliance by quickly and easily adapting to the customer's packing workflow to generate the right label at the right time in the right location. Designed by working closely with growers, packers, shippers, and retailers, HarvestMark PTI is the most flexible and cost-effective solution to achieve compliance with these new guidelines, addressing the requirements of foodservice and retail buyers. In addition to commodity, quantity and GTIN and Lot number, HarvestMark PTI-compliant labels also include a case-specific HarvestMark code, which can be queried on the Web or with a cell phone, to get instant, permissions-based data about the produce as well as immediate trace-back to the source. In addition to Leger & Son, many shippers including Coosaw Farms, Grow Farms, Divine Flavor/Grupo Alta and Sun World International have also deployed HarvestMark PTI to comply with the industry initiative.

“Leger & Son’s expansion of its traceability program to include HarvestMark PTI for case label requirements underscores its ongoing commitment to food safety and enhancing the overall efficiency of industry trace-back efforts,” said J. Scott Carr, president and CEO, YottaMark. “Case-level and item-level traceability achieve different ends, and have different roles in a robust food safety and traceability program. The fact that Leger & Son are doing both delivers more value and benefits to the buyer and the end consumer.”

HarvestMark is the leading traceability solution for produce. HarvestMark delivers item-level and PTI-compliant case-level traceability that provides instant access to harvest, distribution, quality, and food safety information, when and where it’s needed. HarvestMark is in use today by dozens of produce shippers across the U.S. and Mexico who have chosen the platform to easily deploy effective traceability across a wide range of produce products from berries and tomatoes to peppers and watermelons. To learn more about HarvestMark, visit www.HarvestMark.com or call 1-866-76-TRUST (or +1.650.264.6200).

About YottaMark, Inc.

YottaMark, Inc. specializes in product traceability and authentication solutions that deliver valuable business intelligence when and where it’s needed. Leading companies in the fresh foods, electronics and consumer goods industries rely on YottaMark’s robust traceability platform to conduct precise trace back, enhance communication, and increase security in their supply chain.

[HarvestMark](#)®, the fresh food traceability solution from YottaMark, is the industry’s fastest growing traceability application. To date, over 400 million produce packages have been enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain.

Designed for field- and line-packed produce, HarvestMark offers a complete suite of traceability solutions, including case and item-level. It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a variety of packaging formats making it quick to deploy with no interruption to business operations.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at www.YottaMark.com and www.HarvestMark.com.

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