



Press Release

East Coast's Largest Watermelon Shipper Picks HarvestMark®

Melon 1 to launch item-level traceability initiative for 2009 harvest season using HarvestMark

Redwood City, Calif. - February 18, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that Melon 1 has selected the HarvestMark solution for traceability of its entire watermelon shipment in 2009. Headquartered in Brooklyn, N.Y., Melon 1 is the largest watermelon shipper on the East Coast shipping over 5,000 loads each year to major chain stores and retailers in the U.S. and Canada.

Achieving enhanced traceability is a key initiative for the fresh food industry. Tools are needed to speed the response to potential food safety issues, enhance communication between buyer and seller, and improve the connection with the consumer. Recently the National Watermelon Association published its commodity specific food safety guidelines, which include a recommendation for item-level traceability like HarvestMark.

"At Melon 1, we look to help lead the industry in changing food safety and quality practices," said John Lapide, owner, Melon 1. "We are pleased to enhance our existing strong food safety practices by bringing traceability to each individual watermelon. We chose HarvestMark as our traceability platform as we believe it is the best solution, and the easiest to implement. We look forward to bringing our retail partners the enhanced traceability they're asking for, and delivering new touch points to our supply chain partners and consumers."

HarvestMark is the leading, traceability platform for fresh produce. Compliant with GS1 standards and the Produce Traceability Initiative (PTI), HarvestMark delivers item- and 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. Today, nearly 150 million produce products have been enabled with HarvestMark traceability, from berries and tomatoes to watermelons and peppers and more.

"We are very pleased that Melon 1 has chosen us as their trusted partner for traceability," said J. Scott Carr, president and CEO, YottaMark. "HarvestMark is ideally suited to the demanding scale and scope of Melon 1's growing and packing operations. We are thrilled to help deliver item-level traceability to Melon 1's retail customers and the millions of consumers that enjoy Melon 1 watermelons each year."

YottaMark will be speaking and exhibiting at the 95th Annual National Watermelon Association Convention taking place in Charleston, South Carolina, February 18-22, 2009. 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 traceback, 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, nearly 150 million produce items are enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain, all the way to the consumer.

Designed for field- and line-packed produce, HarvestMark is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative. 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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