



Press Release

Organic Alliance Launches Traceability Program with HarvestMark®

On-demand access to harvest data underscores rigorous food safety and growing practices and delivers new levels of information across the supply chain

Redwood City, Calif. - January 14, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that the Organic Alliance, Inc. (OTC: ORGC) has selected HarvestMark® for its traceability program. A leader in the supply of certified organic products, Organic Alliance will incorporate HarvestMark as part of its *Certified Origin™* program that combines in-person inspection and certification by food technologists with on-demand traceability to assure buyers that their products meet or exceed all organic growing and production standards.

Organic Alliance will deploy HarvestMark for its entire line of product offerings starting with its new line of organic avocados followed by organic grass fed beef. HarvestMark traceability codes found on Organic Alliance packaging can be entered at HarvestMark.com to instantly retrieve harvest data, country of origin, organic certification, and grower profiles.

"Deploying HarvestMark traceability enables us to further extend the value and the unique characteristics of our products while bringing increased attention to organic growing and production standards," said Parker Booth, president, Organic Alliance. "We are excited to tell our story, introduce our important network of growers, and ensure our buyers and consumers have confidence each and every time they purchase an Organic Alliance product."

The HarvestMark solution gives items, cases, trays, and pallets a unique identity that links to harvest, packing, and supply chain information. The HarvestMark portal provides instant trace-back, and easy access to distribution, quality, and food safety information. Using HarvestMark codes, consumers will be able to access traceability information at home via the Web. Growers, packers and shippers can use the HarvestMark solution to offer enhanced traceability and supply chain management services to their retail buyers - further differentiating their products and customer service.

"Organic Alliance's Certified Origin program underscores the company's proactive stance on food safety and its commitment to quality and excellence at every step of the process," said J. Scott Carr, president and CEO, YottaMark. "We look forward to working with Organic Alliance to deliver a successful traceability program that will result in increased customer loyalty and growth in brand equity."

Designed for field- or line-packed produce, HarvestMark is a complete traceability solution. It accommodates a wide range of workflows with an open-platform for seamless integration with existing systems. Fully compatible with GS1 standards and the Produce Traceability Initiative, HarvestMark supports a wide range of packaging formats making it quick to deploy with no interruption to business operations.

To learn more about HarvestMark, visit www.HarvestMark.com or call 1-866-76-TRUST (or +1.650.264.6200).

About Organic Alliance:

Organic Alliance, Inc. (OTCBB:ORGC) plans to become one of the world's leading providers of USDA certified organic foods and crops to many of the world's leading consumer package goods companies, food processors, food distributors, and retail grocery chains. Organic Alliance sources a wide range of top quality, food safe, certified organic products from its worldwide grower network and uses its Certified Origin™ program to demonstrate every product grown, packed and shipped maintains its organic credibility throughout the supply chain.

About YottaMark, Inc.

YottaMark, Inc. specializes in product traceability and authentication solutions that deliver valuable business intelligence. Leading companies in the fresh foods, electronics and consumer goods industries rely on YottaMark's powerful technology 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 application. To date, more than 100 million produce items are marked 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.

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

'Safe Harbor' Statement under the Private Securities Litigation Reform Act of 1995: This release includes forward-looking statements intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. All statements that address actual results could differ materially from those expressed or implied in forward-looking statements. These statements are made on the basis of management's views and assumptions. As a result, there can be no assurance that management's expectations will necessarily come to pass. These forward-looking statements generally can be identified by phrases such as management 'believes,' 'expects,' 'anticipates,' 'foresees,' 'forecasts,' 'estimates' or other words or phrases of similar import. Similarly, statements in this release that describe the Company's business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. All such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those in forward-looking statements.

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