



HarvestMark[®] Speeds Compliance with Produce Traceability Initiative Action Plan

HarvestMark from YottaMark provides an easy-to-deploy case-level traceability solution that creates value for produce businesses

Redwood City, Calif. - October 20, 2008 - YottaMark, Inc., a leader in product traceability, authentication and marketing solutions, today announced two new versions of its HarvestMark[®] fresh food traceability solution. HarvestMark for PTI supports the case-level traceability requirements of the Produce Traceability Initiative (PTI) announced last week. HarvestMark Enhanced PTI adds extended trace-forward capabilities along with quality and cold chain management to basic PTI compliance.

The plan presented by the Produce Traceability Initiative, a project spearheaded by the Produce Marketing Association, United Fresh Produce Association and Canadian Produce Marketing Association, creates a roadmap to a common standard for the external traceability of by the end of 2012. The plan involves adopting a GS1 standard system of case bar-coding for all produce sold in the United States to allow product to be tracked throughout the distribution chain.

The HarvestMark solution gives items, cases, trays, and pallets a unique identity that links to harvest, packing, and supply chain information. YottaMark's GS1-certified staff delivers expert support to ease implementation and compliance with traceability requirements. To simplify supply chain connections, the HarvestMark portal provides on-demand secure traceability and controlled access to distribution, quality, and food safety information. Produce growers, packers and shippers can offer enhanced traceability and supply chain management services to their retail and foodservice buyers - further differentiating their products and customer service.

"The release of the Produce Traceability Action Plan is a critical milestone for the industry and lays a pathway to build and position traceability as not just a system to activate in the event of a recall but a value-creating business tool that can help improve operational efficiencies, enhance communication and increase trust in brands," said J. Scott Carr, president and CEO, YottaMark. "We are pleased that the HarvestMark solution capabilities parallel with the final recommendations issued by the produce industry leaders and look forward to continuing to support the Produce Traceability Initiative's efforts."

The Produce Traceability Initiative Action Plan outlines five milestones to be met by the industry in order to achieve electronic traceability by late 2012:

- Brand owners obtain GS1-issued company prefixes by Q1 2009;
- Assign 14-digit Global Trade Item Numbers to every case configuration they pack; and provide those GTINs to their buyers by third quarter 2009;
- By third quarter 2010, brand owners will begin placing GTIN and lot numbers on case labels in human readable form and as machine readable GS1 bar codes;
- Subsequent handlers scan and store the GTIN and lot number on inbound cases in 2011; and
- Subsequent handlers can scan and store the GTIN and lot number on outbound cases in 2012.

HarvestMark codes can be scanned or typed in at a secure Web portal to access up-to-date product information. Buyers, distributors and customers can provide direct feedback on product quality and time

to market, which can be correlated to the farm, crew, and date. Available anywhere, anytime, the system enables brand owners to combine traceability with marketing programs such as surveys and promotions, and deliver tailored information for each customer.

Designed for field- or line-packed fresh food, HarvestMark handles GTIN and lot number, and accommodates a variety of workflows and packaging formats. The solution can be deployed day one without expensive upfront costs or technology in the field - resulting in zero impact on harvest operations or picker productivity.

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. 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 traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales. [HarvestMark®](#), the fresh food traceability solution from YottaMark, speeds response to suspected recall events, and delivers valuable item-level product information and marketing programs across the supply chain, all the way to the consumer.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, 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.

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Press contact:

Miz Nakajima
mnakajima@YottaMark.com
503-997-6045