

## FOR IMMEDIATE RELEASE

### YottaMark Launches HarvestMark® PTI for Easy Compliance with the Produce Traceability Initiative

*Already selected by more than 10 grower/shippers, the turnkey solution delivers standardized case-level traceability and more*

Redwood City, Calif. - May 21, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced the launch of HarvestMark® PTI, a turnkey traceability solution designed to help shippers fully comply with the Produce Traceability Initiative (PTI).

HarvestMark PTI - the latest offering in the HarvestMark product line - eases implementation of the Product Traceability Initiative (PTI) for a wide range of harvesting and packing workflows. The solution simplifies the GTIN assignment process, and quickly and easily adapts 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 the PTI, addressing the requirements of foodservice and retail buyers. More than 10 shippers have already selected HarvestMark PTI, including industry-leading companies Coosaw Farms, Divine Flavor/Grupo Alta and Sun World International.

"The Produce Traceability Initiative is a critical undertaking for our industry, and shippers are looking for the right level of support and solutions to help them comply," said Sun World President and Chief Executive Officer Al Vangelos. "Safety and trace-back efforts are critical to our operations. We conducted an extensive search for the right solution and selected HarvestMark PTI because it works with our unique workflow."

HarvestMark PTI features include:

- On-demand label printing for application on the packing line or in the field
- Medium and high-volume bulk label printing for label application in the field, the cooler, or the distribution center
- Free tools to simplify and streamline the GTIN assignment process
- Intuitive operator interface, integrating simply with customer workflows
- Easy integration with enterprise accounting and planning systems
- Wireless configurations to simplify installation in the packing house
- Hosted services, using the industry's leading traceability platform, to deliver traceability information on-demand, at the case-level, when and where it's needed

"The HarvestMark PTI solution accomplishes many needs for us," said Angela O'Neal Chappell, business development manager, Coosaw Farms. "We've been able to implement and deploy the PTI compliance

workflow ahead of the game and leverage HarvestMark's on-demand traceability to deliver information about our produce to anyone in the supply chain."

The Produce Traceability Initiative 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. HarvestMark PTI eases the process of GTIN assignment and distribution, and allows a shipper to get started now with an easy-to-deploy solution, enhancing their food safety programs, narrowing the potential impact of a recall, and meeting the requirements of their buyers.

"Our HarvestMark PTI solution is the result of careful listening to customer needs, over two years of testing in pack houses and field packing operations, and our dedication to fitting traceability into existing workflows wherever possible," said Elliott Grant, CMO and Founder, YottaMark. "We're delighted that the product has been so well received by leading packers and shippers."

To learn more about HarvestMark PTI and other HarvestMark traceability solutions, visit [www.HarvestMark.com](http://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](#)<sup>®</sup>, the fresh food traceability solution from YottaMark, is the industry's fastest growing traceability application. To date, nearly 250 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 PTI is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative (PTI). 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](http://www.YottaMark.com) and [www.HarvestMark.com](http://www.HarvestMark.com).

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