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More than 30 Companies Join the HarvestMark® Partner Network

Alliance with leading package and label experts from the U.S., Mexico, and Asia extends HarvestMark availability across a wide range of packaging styles and packing processes

Redwood City, Calif. – Apr. 14, 2010 – YottaMark, Inc., the leader in traceability and authentication solutions, today announced the expansion of its HarvestMark Partner Network to include specialized packaging and labeling providers, as well as international partners in China, Mexico and Taiwan. With more than 30 certified partners, the HarvestMark Partner Network includes a broad spectrum of packaging and labeling converters, hardware and printing systems providers, and pre-integrated technology and solution providers. The alliance –working together with the HarvestMark team – helps implement and deploy HarvestMark traceability solutions with ease and flexibility for a range of commodities and pack styles for both item and PTI-compliant case-level traceability initiatives.

“To meet the needs of produce and fresh food producers, we’ve dramatically expanded the breadth and depth of partner companies ready to deploy HarvestMark traceability,” said J. Scott Carr, president and CEO, YottaMark. “The rapid growth of the HarvestMark Partner Network represents an enormous groundswell of innovation and value built into the HarvestMark traceability solution. An effective traceability solution has to integrate smoothly into the packaging supply chain. Together with the HarvestMark Partner Network, we’ve done the work in advance to make it easy for producers to deploy traceability, achieve buyer compliance, and delight retailers and consumers.”

Working with the HarvestMark Partner Network, the HarvestMark system is now available on a wide range of packaging styles, materials and configurations, including bags, cases, clamshells, ElastiTag®, folding cartons, Kwik- Lok closures, zippered bags, and more. HarvestMark is currently deployed on over a billion produce packages including berries, carrots, grapes, peppers, potatoes, onions, tomatoes, watermelons, and packaged salads.

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The HarvestMark Partner Ecosystem includes:

HarvestMark Authorized Resellers

- Highland Corporation, Inc.
- Label Technique Southeast, Inc.
- Yerecic Label Co. Inc

HarvestMark Certified Packaging Converters

- Cool Pak, LLC
- Direct Pack, Inc.
- F-D-S Manufacturing, Inc.
- Highland Corporation, Inc.
- Mid Valley Packaging
- Packaging Plus LLC
- Pactiv Corporation
- Peninsula Packaging Co.
- Sambrailo Packaging

HarvestMark Certified Label Converters

- A & M Label
- Bedford Industries, Inc
- Belmark, Inc.
- Best Label Company, Inc.
- Creative Labels, Inc.
- Central Valley Labels
- Century Printing & Packing, Inc.
- Direct Pack, Inc.
- East West Label Company
- Highland Corporation, Inc.
- International Print and Packaging
- In-Touch Direct
- Label Technique Southeast, Inc.
- MPI Label Systems, Inc.
- M.E.I. Labels
- Pointil Systems
- Servicio de Empake
- Smart Degradable Americas, Ltd.
- Spectrum Label Corporation
- TLC Label Company
- WS Packaging Group, Inc.
- Yerecic Label Co. Inc.

Additional HarvestMark Partners

- AgroSupport of Mexico
- Digital Print, Inc
- Kwik-Lok Corporation
- Markem-Imaje
- PakSense, Inc.
- Pro Pack Systems Inc.
- Volm Companies

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The HarvestMark family of products includes solutions for PTI-compliant and item-level traceability. Proven across hundreds of brands, the HarvestMark solutions help producers speed response to food safety issues, and create new connections between brands, retailers, and consumers. The HarvestMark PTI solutions integrate smoothly with existing packing and harvesting workflows to help producers efficiently comply with the Produce Traceability Initiative across packing locations. The HarvestMark item-level solutions are the industry's leading method for bringing traceability to the individual package, extending food safety tools, and creating new connections with the consumer. Each of these products makes traceability and supply chain information available through the HarvestMark.com portal. Producers, produce buyers, and consumers have instant and controlled access to trace-back and quality data, distribution details, and food safety information - together providing essential product and category management tools.

For more information on the HarvestMark Partner Ecosystem, please visit www.harvestmark.com/partners.asp.

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 a billion 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 or call 1-866-76-TRUST (or +1.650.264.6200)

Press contact:

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