

YottaMark Awarded Key Traceability Patent

Fresh food traceability leader receives patent for scalable product identification and authentication

Redwood City, Calif. - January 27, 2010 - YottaMark, Inc., the leader in traceability and authentication solutions, announced today that it has been awarded U.S. patent 7,614,546 covering innovations in product identification and authentication. One of the first embodiments of the invention can be seen in the HarvestMark® produce traceability solutions, which are deployed around the world.

Product traceability and authentication is essential for today's fast moving consumer products. Tainted and counterfeit products have caused illness and death, eroding consumer confidence and costing brand owners hundreds of millions of dollars. Consumers at home want the ability to trace their food, know their farmer, confirm the authenticity of the products purchased, and identify whether their products are subject to a recall.

"YottaMark prides itself on its ability to listen to customer needs, learn the essential requirements of its markets and customers, and innovate solutions to address those needs, today and in the future," said J. Scott Carr, president and CEO, YottaMark. "This patent demonstrates our ongoing innovation, expertise and dedication to delivering the best and most practical solutions that enhance product traceability programs and consumer confidence."

The '546 patent teaches inventions for applying security codes to products, and authenticating those codes through a host system such as an online web portal or Internet connected mobile phone. The invention includes innovative means to efficiently handle large quantities of codes printed remotely, such as at packing houses or label printers.

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 PTI 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