



Press Release

Former IFCO Executive, Randall Freeman, Joins YottaMark as VP Sales

Industry leader from Del Monte and Tanimura & Antle to lead global sales initiatives for HarvestMark® traceability solution

Redwood City, Calif. - February 17, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced the appointment of Randall Freeman as vice president of sales for HarvestMark. A produce and food industry veteran, Freeman brings extensive experience in marketing, sales and distribution of fresh food products for both retail and foodservice markets. At YottaMark, he will be responsible for leading sales initiatives for the HarvestMark® fresh food traceability solution across produce and retail markets. He will report to J. Scott Carr, YottaMark President and CEO.

"Traceability is one of the most important industry-wide initiatives for produce and perishables companies today," said Freeman. "I'm a strong supporter of the produce industry efforts to ensure that an effective solution is deployed across the supply chain. To help make the industry vision a reality, I am thrilled to join the leader in the traceability category. I believe in the HarvestMark solution, and look forward to accelerating HarvestMark adoption, and creating lasting value for buyers and sellers of produce and perishables."

Freeman started his career in the produce industry as the national sales manager for Tanimura & Antle, Inc. With nearly 28 years of experience in the fresh produce and food industries, he was most recently responsible for U.S. sales for IFCO Systems, a leading provider of reusable plastic containers and associated logistics in over 180 countries. Prior to IFCO, he served as the director of sales for Del Monte Foods, Inc., where he started and built a \$140M+ business distributing Del Monte products to retail and club stores. Freeman also owned and operated a food start-up, which was awarded the global licensing rights to the Sunkist brand to market, sell, and distribute a line of fresh-cut fruit products in the premium cut fruit category throughout North American and Middle Eastern markets. He has served on the board of directors for the Produce Marketing Association, and the Fresh Produce and Floral Council. He holds a Bachelor of Science degree from California State University at San Diego.

"Randall brings to YottaMark proven sales and customer relationship success, and a passion for and deep knowledge of the fresh food category," said Carr. "He has a unique combination of sales experience and industry perspective, having sold food products to retail buyers, and packaging products to food companies. We are excited to add his decades of experience and world-class talents to our management team as we rapidly grow the HarvestMark business and build long-lasting, high quality customer relationships."

Today nearly 150 million produce products from leading brands are enabled with HarvestMark, the fresh food traceability solution from YottaMark, and this number is growing every day. The HarvestMark solution brings growers, shippers, and buyers the traceability tools they need to enhance food safety programs, improve quality management, and create new value across the supply chain, all the way to the consumer. Fully compliant with the Produce Traceability Initiative (PTI), HarvestMark delivers case- and item-level traceability that provides instant access to harvest, distribution, quality, and food safety information, when and where it's needed.

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 traceback, 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, nearly 150 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 is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative. It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a wide range 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.

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