



YottaMark Selected as a Finalist for Red Herring 100

Award honors this year's most promising private technology ventures in North America

Redwood City, Calif. - May 4, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, announced today that it has been selected as a finalist of the "Red Herring 100 North America" award, a prestigious list honoring the year's most promising private technology ventures in North America.

The Red Herring editorial team selected the most innovative companies from a pool of 1,200. The nominees are evaluated on both quantitative and qualitative criteria, such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their respective industries.

"This year was especially difficult," said Alex Vieux, Publisher and CEO of Red Herring. "There were so many great companies producing really innovative and amazing products that we had a difficult time narrowing it down to 200. Now we're faced with the arduous task of selecting the final 100. We know that this year's crop will grow into some amazing companies that are sure to go far."

YottaMark solutions deliver product traceability, authentication and valuable business intelligence, when and where it is needed. HarvestMark[®], the fresh food traceability solution from YottaMark, is the industry's fastest growing traceability application. To date, over 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. Some of today's most successful produce companies use HarvestMark as their traceability platform of choice to comply with industry requirements, enhance their food safety programs, and promote their products and growing practices to differentiate their brands and connect directly with buyers and consumers.

"Major initiatives are currently underway in the food industry to enhance food safety across the supply chain and bring new levels of information to consumers that want to learn more about where their food comes from," said J. Scott Carr, president and CEO, YottaMark. "The HarvestMark solution speeds response to food safety issues and narrows the impact of a recall, while creating new and valuable connections between farmers, produce brands, and the consumer. The recognition by the Red Herring editorial staff underscores our ongoing work to deliver valuable solutions to a critical market need."

For over 10 years, The Red Herring 100 North America award, open to private technology companies headquartered in North America, has been given to the top 100 tech companies based upon their technological innovation, management strength, market size, investor record, customer acquisition, and financial health. During the several months leading up to the announcement, hundreds of companies in the telecom, communications, security, Web 2.0, software, hardware, biotech, and clean tech industries sent in their submissions to qualify for the award.

The winning 100 companies will be announced at the Red Herring North America event in San Diego, California, on May 11-13.

About Red Herring

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com

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, 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 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 and www.HarvestMark.com.

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