

YottaMark Wins Red Herring 100 North America Award

Company selected out of 1,200 for its innovation in food traceability

Redwood City, Calif. - May 15, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, announced today that it has been selected as a winner of the "Red Herring 100 North America" award, a prestigious list honoring the year's most promising private technology ventures in North America. YottaMark was among the 100 companies selected from a pool of 1,200 by the Red Herring editorial team. The company was 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.

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 leading produce traceability solution. To date, over 250 million produce items are enabled with HarvestMark Codes to enhance their food safety programs 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, speed response to potential food safety events, and promote their products and growing practices to differentiate their brands and connect directly with buyers and consumers.

"Consumers are looking for more information about the food they purchase. Food brands are looking to enhance their food safety programs and comply with industry efforts to deliver enhanced traceability. By working closely with growers, shippers, and retailers we've developed the HarvestMark solution, embraced by industry leaders as the solution of choice for enhanced traceability. It is an honor to be selected as a Red Herring 100 winner. This recognition underscores the success of our customer-focused efforts and our rapidly growing business.

The Red Herring 100 North America was announced at the May 11-13 Red Herring North America conference in San Diego, California. Executives from the winning companies presented their innovative ideas and technologies to an audience of leading entrepreneurs, financiers, and corporate strategists.

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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Press contact:

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