



## YottaMark Names Sean Calhoon as Vice President of Product Development

*Technology veteran brings security market experience and 20 years of software product development leadership*

Redwood City, Calif. - October 22, 2007 - YottaMark, Inc., a leader in unit-level brand security and marketing solutions, today announced the appointment of Sean Calhoon as vice president of product development. Calhoon will be responsible for leading the design, development and delivery of YottaMark solutions. He will report to J. Scott Carr, YottaMark President and CEO.

"YottaMark is redefining brand protection by combining its leading unit-level authentication and traceability solutions with innovative marketing programs," said Calhoon. "A growing number of product safety, contamination, and recall incidents are prompting brand owners to seek new solutions to these challenges and underpin the trust in their brands. I'm excited to join such an innovative company, and look forward to building new technologies and solutions that will deliver increased levels of protection and trust."

Prior to YottaMark, Calhoon spent more than nine years at Digimarc Corporation in charge of product engineering and development. As one of the first 20 employees of Digimarc, he was responsible for leading the team that built and deployed the company's global banknote anti-counterfeiting system. Most recently, Calhoon was the vice president of software and hardware engineering responsible for leading engineering teams, and establishing the product roadmaps for Digimarc's commercial and government businesses.

Previously, Calhoon was the director of engineering for OnLive, a software company specializing in Web-based presentation and training, where he developed and delivered successful products resulting in an installed base of more than 30 million users. He has also held management positions in software engineering for Intel, Harmonic Software and Multisoft Corp. Calhoon holds a Bachelor of Science degree in Computer Science with honors in Mathematic from Southern Oregon State College.

"I'm very pleased that Sean has chosen to join YottaMark," said Carr. "Sean will be an incredible asset to our team during this important period in our growth and beyond. He brings a unique set of skills that combine security solutions, large-scale Internet applications, and agile development methods to deliver high quality products to large markets. The addition of Sean to our world-class team gives us a significant advantage as we continue to enhance and extend our Authentication Platform and related offerings into new markets," said Carr.

The YottaMark Authentication Platform is a unit-level brand protection system that uniquely identifies individual product units and provides on-demand validation and traceability throughout the distribution channel, and out to the consumer. YottaMark solutions include HarvestMark, a solution for fresh food traceability, as well as anti-counterfeiting and anti-diversion solutions for the pharmaceutical, electronics, and automotive parts industries. Products secured with YottaMark codes can be easily verified and traced by anyone, anywhere, via the Internet, secure Web-portals, and mobile phones 24 hours a day, 7 days a week.



## Press Release

### About YottaMark, Inc.

YottaMark, Inc. provides the most secure and simple to deploy unit-level brand security and real-time channel intelligence solution in the market. YottaMark's powerful technology platform delivers effective product authentication and unit-level traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, pharmaceutical, electronics, and consumers packaged goods industries rely on YottaMark to increase security in the channel and inspire trust in their brands.

YottaMark is a privately held company headquartered in Redwood City, CA, USA. More information can be found at [www.yottamark.com](http://www.yottamark.com).

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