

## FOR IMMEDIATE RELEASE

### Westlake Produce Company Expands Traceability Program with HarvestMark®

*Leading grower/shipper to roll out traceable blueberries and watermelons this spring*

Redwood City, Calif. - Mar. 2, 2010 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that Westlake Produce Company has expanded its traceability initiative with the HarvestMark fresh food traceability solution. Based in Los Angeles, Calif. and Winter Haven, FL., Westlake packs a range of produce including commodities from four continents. The company launched HarvestMark for its strawberry clamshell in summer of 2009 and will expand the program to include blueberries and watermelons this spring. Sold under the 'Always Fresh' label, the HarvestMark-enabled blueberry clamshells and watermelons will begin shipping in April to select retail locations nationwide.

"Our strawberry traceability program proved to be very valuable and reinforced our ongoing efforts in food safety and creating new ways to connect with and share our story with the consumer," said Alan Scheidegger, Grower Administration/Traceability, Westlake Produce Company. "Our buyers and consumers have come to expect traceability. We're excited to deploy HarvestMark across our other products as a part of our ongoing commitment to providing exceptional service and high-quality, delicious produce."

Westlake blueberries and watermelons will carry the HarvestMark traceability code, which links to specific harvest and packing information. The code can be entered at HarvestMark.com for instant access to product and traceability information. The Harvest-enabled products can also be traced using an iPhone. Once the code is entered or scanned, users can retrieve key product and harvest attributes including brand profile, food safety notices, product distribution details and quality data.

"Consumers care about the safety, quality and origins of their food," said J. Scott Carr, president and CEO, YottaMark. "Fresh food brands are responding to this growing need by incorporating HarvestMark traceability into their product offerings. We are delighted to continue working with Westlake and expanding the HarvestMark solution deployment across their products to help deliver information people care about."

The HarvestMark family of products helps producers implement PTI-compliant and item-level traceability, speeds response to food safety issues, and creates new connections between brands and consumers. HarvestMark PTI provides the best solution to efficiently print the right PTI label, at the right time, integrating smoothly with existing packing and harvesting workflows. The HarvestMark item-level solutions are the industry's leading method for directly connecting with the consumer. Each of these products makes traceability and supply chain information available through the HarvestMark.com portal. Producers, produce buyers, and consumers have instant and controlled access to trace-back and quality, distribution details, and food safety information - together providing essential product and category management tools.

**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](#)<sup>®</sup>, 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 case 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](http://www.YottaMark.com) and [www.HarvestMark.com](http://www.HarvestMark.com) or call 1-866-76-TRUST (or +1.650.264.6200)

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