



Press Release

YottaMark Teams with Leading Label Company to Bring Traceability to the Meat Industry

Yerecic Label Becomes YottaMark Reseller to Take HarvestMark into the Meat Industry

REDWOOD CITY, CA - April 8, 2008 - YottaMark, Inc., a leader in item-level brand security and marketing solutions, today announced that Yerecic Label has entered into an agreement to be an authorized reseller of its fresh food traceability solution HarvestMark™.

Yerecic Label, a leading supplier of labels to the meat industry and other consumer goods segments, including food and household supplies, will integrate HarvestMark into its label offerings to deliver item-level traceability and authentication for brand owners and retailers across North America. HarvestMark can be applied to trace a range of packaged fresh meat including whole muscle cuts and ground meat, as well as fresh and flash-frozen seafood such as fish and shellfish.

"Traceability and trust are top issues for brands and retailers in today's market," said Art Yerecic, president of Yerecic Label. "They are looking for solutions to enhance their food safety programs and foster new levels of consumer confidence. We are pleased to partner with YottaMark to provide brand owners with the market leading solution for food traceability that reaches all the way to the end consumer, making relevant information instantly accessible to anyone at anytime."

Compliant with GS1 traceability standards, the HarvestMark solution uses secure codes printed on labels or packaging to uniquely identify each product item. Consumers can scan the codes in the grocery store at a HarvestMark Kiosk, or type them in at home via the Web to gain instant access to item-level traceability information. Available anywhere, anytime, the system allows distributors to tailor the information that each constituent is able to see. In addition to offering a new way to communicate with the consumer, this instant information delivery can speed trace-forward and trace-back transactions in response to suspected food borne illness or recall events.

Brand owners can rely on the HarvestMark solution to deliver item-level traceability to the end consumer, at home or in the grocery store, and provide product information with marketing communications tools to help enhance the connection between the brand owner and the end customer, and inspire greater consumer confidence in their brands.

"Brand owners and manufacturers face new challenges to restore and maintain trust and security in the goods they produce and distribute," said J. Scott Carr, president and CEO, YottaMark. "At the same time, brand owners are looking for new ways to connect meaningfully with their customers, and collect valuable data on the consumer experience with their products. Yerecic Label is a well-established company with over 35 years of leadership providing label and marketing offerings to food and consumer goods companies. We look forward to working with them to extend our solution into the meat industry."

About Yerecic Label

Yerecic Label offers over three and a half decades of experience in providing pressure-sensitive labels and point-of-purchase know-how to retailers and consumer good manufacturers/packagegers

throughout the U.S. Yerecic Label is a privately held company headquartered in New Kensington, Pennsylvania. More information can be found at www.yereciclabel.com.

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, Calif. More information can be found at www.yottamark.com.

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