YottaMark Expands Authentication Platform with Addition of Unit-Level Traceability

New traceability features help detect and deter channel diversion and gray market sale of products

Las Vegas, NV – October 15, 2007 – YottaMark, Inc., a developer of innovative solutions for protecting high volume branded goods from fraud, today announced the release of version 2.0 of the YottaMark Authentication Platform. The newest version of YottaMark's brand protection solution now includes unit-level traceability features to automatically detect diversion and security in the channel.

The YottaMark Authentication Platform is a unit-level brand protection system for uniquely identifying product units and providing on-demand validation throughout the supply chain and distribution channel, from production to the consumer. Validation and authentication can be accomplished through web portals and via a cell phone anytime, anywhere. The addition of traceability now instantly delivers source of origin information, enhancing the detection of product counterfeiting, diversion and fraud to help brand owners protect and grow brand equity and stem losses.

"The need for safeguarding the supply chain has never been greater. The ongoing proliferation of product counterfeiting coupled with recent waves of contaminated product recalls have forced the industry to employ new measures to protect the channel and consumers," said Scott Carr, president and CEO of YottaMark. "The addition of traceability to our authentication platform enables brand owners to instantly identify source and destination of products to combat counterfeiting and renew trust in brands."

The YottaMark Authentication Platform generates, analyzes and tracks secure, non-sequential, non-repeating codes. These codes are applied to high volume products using standard label and package printing or direct part marking for easy integration into packaging and production processes. Fully compatible with industry coding formats with no proprietary barcode or reader requirements, the YottaMark Authentication Platform is cost-effective, fast and simple to deploy. Manufacturers can easily integrate the system into their existing production process and distribution channels for verification of products across the value chain. Products with YottaMark codes can be easily verified and traced via the Internet, secure Web-portals, and mobile phones 24 hours a day, 7 days a week with our secure datacenter.

YottaMark uses proprietary analytics to provide instant alerts when a suspected attack is detected in the channel enabling brand owners and manufacturers to respond quickly to potential threats. And, brand owners can take advantage of the platform's suite of tools to immediately communicate information related to product recalls and safety to consumers via the Web.

---

203 Redwood Shores Parkway
Suite 620
Redwood City, CA 94065
www.yottamark.com

P 866.76.TRUST (87878)
P 650.264.6200
F 650.362.2111
info@yottamark.com

Furthermore, the YottaMark Authentication Platform allows brand owners to offer authentication directly to consumers via the web, and deliver unit-level marketing programs to differentiate product offerings, enhance connection with the brand, as well as obtain insight into customer buying behaviors and experiences.

To find out whether the YottaMark Authentication Platform could help you inspire greater trust in your brand, or for information about joining YottaMark's reseller partner program, please visit www.yottamark.com or call 1-866-76-TRUST (Outside US: +1 650 264 6200).

About YottaMark, Inc.
YottaMark, Inc. provides the most secure and simple 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.

Our 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 us to increase security in the channel and inspire trust in the brand.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at www.yottamark.com.

###

Press contacts:

Shelley Straitiff
650-264-6208
sstraitiff@yottamark.com

Miz Nakajima
503-997-6045
miznakajima@comcast.net

203 Redwood Shores Parkway
Suite 620
Redwood City, CA 94065
www.yottamark.com

P 866.76.TRUST (87878)
P 650.264.6200
F 650.362.2111
info@yottamark.com