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YottaMark Appoints J. Scott Carr as New President and CEO

Seasoned security industry executive brings deep domain expertise

August 1, 2007 - Redwood City, CA - YottaMark, Inc., a leader in brand security and real-time supply chain intelligence, today announced the addition of J. Scott Carr as the company's new President and CEO, effective July 25, 2007. Mr. Carr will also join YottaMark's Board of Directors. Elliott Grant, founder of YottaMark, will take on the new role of Chief Marketing Officer and continue to serve on the company's Board of Directors.

Prior to joining YottaMark Mr. Carr, a senior executive with deep experience in security, imaging, and print industries, was Executive Vice President at Digimarc Corporation (NASDAQ: DMRC) where he was responsible for global business development and North American sales for Digimarc's secure identification solutions.

"We are extremely pleased to have Scott Carr join as our new Chief Executive Officer," said Elliott Grant, Founder of YottaMark. "The board of directors was impressed with Mr. Carr's deep experience in our target markets, his experience growing a business from startup to publicly traded, his proven leadership in market leading security solution companies, and the passion he brings to the need for effective brand protection. We are confident that YottaMark, with Mr. Carr's leadership, will push forward to deliver compelling value to its customers and valuable growth for its investors."

YottaMark has recently introduced the HarvestMark solution for food traceability, at a time of heightened supply chain and public concern about product traceability and brand security.

As an expert in the security field, Carr led his previous company's currency anti-counterfeiting business, and was a global spokesperson on issues of deterring counterfeiting, fraud, and identity theft. Carr has testified on identity and security issues before the U.S. Senate Finance Committee and the National Conference of State Legislators (NSCL) Homeland Security taskforce, and presented at industry events such as the Information Technology Association of America (ITAA), Intergraf Security Printers Conference, and the Center for Strategic and International Studies.

"Product counterfeiting and fraud places consumers at risk and costs brand owners billions of dollars in lost revenue and brand equity annually," said Carr. "YottaMark delivers solutions that are ideally positioned to bring brand owners security and enable a new level of trusted relationship with their customers. I am looking forward to working with the talented team at YottaMark to bring these world class solutions to market."

Carr also brings a focus on the development and licensing of intellectual property. He is the co-inventor of more than 20 patents relating to inventions in media and secure document applications of digital watermarking technology. Prior to Digimarc, he was vice president of marketing for nCUBE. Carr has previously held software development positions at manufacturing and factory automation companies. He holds a Bachelor of Science degree in Computer Science from Oregon State University and an executive MBA from the Stanford/AeA program.

About YottaMark

YottaMark provides secure, simple product authentication and real-time supply chain intelligence solutions to brand owners. YottaMark enables clients to detect and deter counterfeiting, diversion and fraud, and implement traceability cost-effectively. The YottaMark Authentication Platform™ allows *anyone* to authenticate and trace individual products *anytime, anywhere* via the Internet, camera phone, SMS or hand-held scanner. The company is located in Redwood City, CA. Additional information can be found at www.yottamark.com.