



Announcing PakSense Ultra T3, powered by HarvestMark®

Farm to fork traceability, integrated temperature monitoring, and COOL capabilities in a single solution

BOISE, Idaho-(September 2, 2008)-PakSense, Inc., an innovator in sensory solutions for packaging, announced today the release of PakSense Ultra T3 powered by HarvestMark, a farm to fork traceability solution with integrated temperature monitoring and Country of Origin Labeling (COOL) capabilities. Combining industry leading technologies from PakSense and YottaMark, Ultra T3 is an industry first that allows shippers to track and trace products through the supply chain while simultaneously allowing them to monitor the cold chain and comply with COOL requirements. Traceability, cold chain and country of origin data are securely uploaded and stored in a hosted database, accessible anywhere, anytime via a password protected web portal.

"Recent food safety recall incidents and increased government scrutiny illustrate the need for robust traceback systems, which can help contain the extent of a food safety incident and help protect brand reputation," said David Light, CEO at PakSense. "By raising the bar and combining traceability capabilities with cold chain monitoring and COOL, we provide the industry with an easy to implement, single source solution that helps solve three food safety issues with one product."

Case and product items are labeled with country of origin information and unique HarvestMark codes supplied by YottaMark. Each code is easily associated with information such as harvest date, field of harvest, crew, processing/packing data and general bill of lading details. PakSense temperature monitoring labels are then applied at the pallet or container level and are automatically linked to the case and/or item labels. Traceability and temperature data can be easily captured and uploaded to the HarvestMark data center as product moves through the supply chain. At any point, either the serial number of the PakSense Label or the HarvestMark code can be queried via a secure web portal for tracing, country of origin and cold chain integrity information.

"In the event of a food safety or temperature abuse incident, brand owners can use

the serial numbers and codes to easily and effectively notify retailers if product is at risk of being compromised and have the suspect product isolated," continues Mr. Light. "Of equal value, PakSense Ultra T3 enables retailers to identify which products have not been affected, reducing unnecessary losses in sales from customer confusion and uncertainty."

PakSense Ultra T3 powered by HarvestMark is designed to fit with a company's specific workflows, making it easy to implement and use. In addition, PakSense Ultra T3 is fully compatible with the Produce Marketing Association's Guidelines on Traceability and meets GS1 and COOL requirements.

For additional information, please contact PakSense at +1-208-629-3358 or access www.paksense.com.

About PakSense

Founded in Boise, Idaho in 2004, PakSense is a market leader in the development of intelligent sensing products specifically designed for perishable goods. PakSense products help manufacturers, suppliers, distributors, and retailers determine the quality and safety of food, pharmaceutical, medical and other environmentally sensitive products. For more information visit www.paksense.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 traceability to help brand owners increase consumer trust, build new levels of channel intelligence, and drive sales. HarvestMark®, the fresh food traceability solution from YottaMark, speeds response to suspected recall events, and delivers valuable item-level product information and marketing programs across the supply chain, all the way to the consumer.

YottaMark's security codes are now protecting millions of dollars of branded goods. Leading companies in the fresh produce, 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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