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Label Technology Implements Fresh Food Traceability Platform

Converter Becomes HarvestMark[®] Certified Partner

MERCED, CA—July 15, 2010—Label Technology, Inc. today announced that they are now a Certified Partner for the HarvestMark food traceability program from YottaMark[®], Inc. The certification of the company's capability to print the unique HarvestMark codes on their pressure sensitive labels provides support to the produce industry's commitment to food safety without impacting grower/packer productivity.

HarvestMark provides instant traceability through a unique code printed on a pressure sensitive label, whether at the item- or case-level. For the grower, HarvestMark provides trace-back capabilities for a speedy response in the event of a food safety issue. For the consumer, it means more information about the food they buy which can include where it was grown, when harvested and even about their farming practices.

"We are excited to provide this service as produce growers and packers strive to implement electronic traceability as a means to trace product throughout the supply chain," states Phil Henderson, vice president-sales for Label Technology, "We selected HarvestMark to partner with because of their robust solution and their industry-leading market position."

A simple solution for growers to implement, when produce is picked its data is recorded and linked to the HarvestMark code printed on the label. Traceability by the retail consumer can be accomplished either online at HarvestMark.com or with the HarvestMark iPhone app.

About Label Technology Inc.

Label Technology, Inc. is an award-winning flexographic printer of pressure sensitive labels and flexible packaging to the food processing, produce, meat and poultry, industrial, nutraceutical, cosmetic, and medical markets. In business since 1986, Label Technology is 100% employee owned through an ESOP (Employee Stock Ownership Plan.) Label Technology has over 100 employees and 100,000 square feet of manufacturing/warehouse space centrally located in the San Joaquin Valley of California. For more information contact Label Technology at 800-388-1990 or visit www.labeltech.com

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, 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 and www.HarvestMark.com or call 866-76-TRUST (or 650-264-6200.)