

Produce Industry Leader Dan'I Mackey Almy Joins YottaMark Advisory Board

*Marketing Veteran to Advise on Company's HarvestMark® Traceability Offerings
for Produce Customers*

Redwood City, CA – February 25, 2011 – [YottaMark, Inc.](#), the leader in traceability and authentication solutions, today announced that Dan'I Mackey Almy, President and Owner of DMA Solutions, has joined the company's Advisory Board. In her new role, Almy will advise the Company on its HarvestMark traceability offerings for produce customers.

"We are thrilled to have Dan'I join YottaMark's Advisory Board," said J. Scott Carr, President and CEO, YottaMark. "She brings a wealth of experience helping produce brands and retailers market products and build successful global businesses. Her expertise and guidance will be an asset to the company and help us ensure that HarvestMark continues to deliver tremendous value to our producer and retail customers."

Almy has more than 15 years experience in the fresh produce industry. In her current role as President of DMA Solutions, Almy implements customized marketing solutions and initiatives for her fresh produce industry clients, serving to differentiate them in an increasingly competitive marketplace. Prior to founding DMA Solutions, Almy served as Vice President at Fresh Del Monte Produce, overseeing the Wal-Mart and Sam's business for North America. She is an active speaker at industry events, and was recently awarded the United Fresh Leadership Alumni Organization's Outstanding Alumni Award, and named one of *Produce Business's* "40 Under 40," which profiled top industry leaders under the age of 40.

The YottaMark Advisory Board is a group of leading executives that advise the Company on market and product strategy. In addition to Almy, the Advisory Board includes Bruce Peterson of Peterson Insights; and Kip Knight of KnightVision Marketing, formerly at Pepsico, and KFC International; as well as leaders who spent their careers at Stanford University, eBay, inComm, Safeway, CHEP, and Del Monte.

About HarvestMark Traceability Solutions

HarvestMark®, the fresh food platform from YottaMark, is the industry's leading traceability solution. To date, over 2.3 billion produce packages have been enabled with HarvestMark codes to speed response to suspected food safety events, monitor quality and freshness throughout the supply chain, and earn consumer preference. Designed for field- and line-packed produce, HarvestMark offers a complete suite of traceability solutions, including case and item-level. It

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accommodates a wide range of workflows with an open platform for seamless integration with existing systems and with no interruption to business operations. **Visit HarvestMark.com or call us at call 1-866-76-TRUST (or +1.650.264.6200).**

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. YottaMark is a privately held company headquartered in Redwood City, Calif. More information on YottaMark is available at YottaMark.com or by calling and 1-866-76-TRUST (or +1.650.264.6200).

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