



FOR IMMEDIATE RELEASE

NEW SEAFOOD TRACEABILITY SERVICE LAUNCHED IN CHINA

Dalian, China – November 2, 2010 – ChinaTrace,® a national leader in developing, testing and implementing food traceability solutions, and Trace Register, LLC, the global food traceability company, today announced a partnership that will result in a one-stop service for companies seeking robust assurance about the origin, processing history, and integrity of seafood sourced in China.

The partnership, announced at the 2010 China Fisheries & Seafood Expo in Dalian, will make it possible for ChinaTrace clients to utilize the Trace Register™ system to communicate supply chain custody, safety, quality, sustainability and other information to customers in Europe, Japan, and North America.

Trace Register CEO Phil Werdal said the unique partnership will bring transparency and certainty to the market for Chinese seafood and other products destined for export markets. “We are delighted that China Trace chose our system for all of their food products,” Werdal said. “This represents a huge leap forward, not just for producers, but for all links of the supply chain. We believe that together, China Trace and Trace Register can help bring needed assurance to the market.”

Trace Register clients in China will be able to use China Trace's internal traceability solution (“i-Trace”) to automate the upload of information to the Trace Register system. The Trace Register system overlays the physical supply chain with an “information supply chain” that connects trading partners worldwide. It is today used by over 400 businesses in 24 countries, and in the supply chains of global retailers.

ChinaTrace has developed a platform for public supervision of food quality and safety in Shandong province, as well as multiple traceability solutions for pork, poultry, fruits and vegetables, and aquatic products, including food export and retail terminal queries.

The alliance between ChinaTrace and Trace Register extends to integrating certification, audit and laboratory test results that are independently provided by third parties in China.

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About ChinaTrace®

ChinaTrace is a subsidiary of the Shandong Institute of Standardization (SDIS), which is a national leader in developing, testing and implementing food traceability solutions. SDIS is the secretariat of the National Food Traceability Technology Standardization Sub-Committee (TC313/SC1). For more information, please contact:

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About Trace Register, LLC

Founded in 2006 to provide electronic supply chain traceability for producers, processors, distributors, foodservice operators, retailers, and third-part certifiers of food products, Seattle-based Trace Register is today a leading provider of “farm to fork” traceability for the global food industry, with a strong emphasis on seafood. The Trace Register™ system enables all links of the supply chain to connect via a straightforward but powerful web-based platform from anywhere in the world, making it the traceability platform of choice for all companies—from small local producers to large multi-national corporations. Expanding to meet the growing needs of the global food industry, the Trace Register system is currently available in seven languages and now connects more than 450 companies in 24 countries around the world. The company operates in seven countries outside the U.S.A., including Belgium, Brazil, China, Ecuador, Japan, Thailand, and Vietnam. For more information, please visit www.traceregister.com.

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