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**TRACE REGISTER, GLOBAL FOOD TECHNOLOGIES TO COLLABORATE
ON iPURA® FOOD SAFETY PROGRAM**

(Seattle, Wash. July 29, 2010)--Trace Register, LLC, the global food traceability company (www.traceregister.com), and leading food safety assurance company, Global Food Technologies, Inc. (www.globalfoodtech.com), have signed a licensing agreement that allows GFT to use the Trace Register® system in its proprietary food safety and quality assurance services program, known as the iPura® seal. Trace Register will be the exclusive traceability supplier to the iPura program.

The Trace Register system is a web-based program that enables companies to track what is happening to their products every step of the way through the supply chain. Unlike traditional traceability systems that provide "one-up, one-down" traceability, the system that Trace Register offers serves as an "information supply chain" that overlays the physical supply chain, connecting all trading partners.

According to Trace Register Vice President Andy Furner, the deal between the two companies will help GFT provide an additional level of assurance to participants in the iPura seal program. "We are the first and we will be the exclusive supplier of traceability to this prestigious food safety program," said Furner. "It is our hope that this alliance will become a model for other providers of food safety programs seeking a robust traceability platform."

GFT President and CEO Keith Meeks said his company selected Trace Register to provide traceability because the Trace Register system is easy to learn and use, and is "the most robust traceability platform and the most suited to our needs."

Global Food Technologies follows such early adopters such as Trident Seafoods, Kwik'pak Fisheries, Norpac Fisheries Export, and the Aquaculture Certification Council in providing leading retailers, global seafood processors, marketers, certifiers, and restaurant operators the electronic chain traceability to support environmental sustainability programs.

Trace Register, which is now used by some 400 companies around the world, has grown more than 350 percent in the past year, Furner said, largely because many organizations now recognize that having traceability in place helps protect them against many risks, including being in violation of international and U.S. fishery law. Headquartered in Seattle, Trace Register also has offices in Belgium, Ecuador, Brazil, China, Japan, Thailand and Vietnam.