



NEWS RELEASE

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TRACE REGISTER TO PARTICIPATE IN FDA PILOT PROGRAM ON AQUACULTURE SHRIMP: “A SIGNIFICANT ACKNOWLEDGEMENT OF THE ROLE OF TRACEABILITY IN FOOD SAFETY”

Seattle--Trace Register, LLC, the global food traceability company, will participate in a pilot program that the U.S. Food and Drug Administration is conducting to test third-party certification of farm-raised shrimp, the company has announced. Trace Register's traceability system will be used by the Global Aquaculture Alliance and Aquaculture Certification Council, who have been selected to participate in the FDA program.

The FDA pilot, which will conclude in June 2009, is part of the President's Action Plan for Import Safety and FDA's Food Protection Plan. Those plans call for "qualified and legitimate third party certification as a way to help verify the safety of products from both foreign and domestic food companies," the FDA has stated.

Trace Register CEO Phil Werdal said his company's participation in the FDA pilot is a "significant acknowledgment of the role of supply chain traceability in assuring the safety of the food supply." He pointed out that the FDA at present can inspect only one percent of the food that is imported in this country. The use of third-party certification, combined with comprehensive product traceability information, has the potential to significantly improve food safety by enabling the FDA to monitor a significantly higher percentage of imported food. The pilot project addresses farmed shrimp, but it could easily be expanded to cover other food products as well, Werdal said.

U.S. Health and Human Services Secretary Michael Leavitt, who has oversight of the FDA, has been widely quoted as saying that you "can't inspect your way to food safety," Werdal noted.

Werdal said he is confident the FDA pilot will help regulators understand the value of complete supply chain traceability as a tool to give the green light to those who play by the rules, while keeping out those who do not. "Supply chain traceability brings much-needed transparency to a very complex market," Werdal said. "When a company or industry can trace a product back to the hatchery or farm and track it forward to the point of purchase, it introduces trust, adds value, and reduces risk," he added.

The Trace Register™ system offers supply chain traceability for the seafood and produce industries and is currently used by more than 190 customers in 16 countries. Headquartered in Seattle, the company also has offices in Japan and China.

For more information on Trace Register and the FDA pilot program, please visit www.traceregister.com or contact Andy Furner at Trace Register (206) 621-1507, email afurner@traceregister.com.