



Lotpath Unveils Traceability Solution for the Food Industry

Fresno, California, September 1, 2009

Over the last two years Lotpath has been quietly developing the most full-featured and cost effective supply chain visibility and electronic traceability software solution available for the food industry. In 2008, Lotpath began product trials with several fresh produce companies in California's San Joaquin Valley. Co-founder and CEO Mike Dodson reports "We wanted to test our software in the real world, solving real world problems, delivering real world value to our customers. There are complexities in the food supply chain that we wanted to address such as comingled lots, hybrid pallets, and private labeling. I think our team has built a great solution and we look forward to showing off our product offerings in the months ahead."

Using their knowledge and years of experience developing software solutions for the processed food and fresh produce industries, including the development of electronic traceability solutions used internally by food companies, the founders of Lotpath set out to build a solution that combines many sophisticated technical capabilities with zero-deployment, easy-to-use software. Lotpath uses the latest software technologies and employs a Software-as-a-Service (SaaS) subscription model. Dodson reports "We saw an opportunity to create a technology solution that enables food suppliers to store information about their products and production practices in a data repository, available for their internal use and to share with trading partners and consumers." Jeff Doolittle, Co-founder and CTO of Lotpath, adds "We have crafted the Lotpath solution to be feature-rich, secure, and easy-to-use. Our solution provides competitive advantage and business value to our customers."

In October 2008, the three major North American produce industry trade associations jointly published a document entitled the Produce Traceability Initiative (PTI) Action Plan, followed by the creation of a PTI website (www.producetraceability.org). Lotpath endorses the PTI Action Plan and has worked to ensure the Lotpath solution is PTI compliant. At the same time Lotpath offers a solution that takes the industry well beyond PTI compliance, allowing a richer set of information and the ability for trading partners to share information with each other electronically.

Tim Vaux, a produce industry consultant, reports that he has reviewed all competitive products and they pale in comparison to what the Lotpath solution offers. "Lotpath is available for a low-cost annual subscription. It has an automated interface with Famous Software so their customers do not have to manually input data. Lotpath lets you attach certifications, GAP audits, quality control reports, and multimedia files to traceable items," Vaux reports.

ABOUT LOTPATH, INC.

Founded in 2007, Lotpath is the home of food supply chain transparency. Lotpath enables suppliers of food to share information about their products and production practices with consumers, retailers, trading partners, and regulatory agencies. The Lotpath product offerings are available in several service packages at various price points. In addition to software subscriptions, Lotpath provides Internet advertising opportunities and consulting services.

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