



Lotpath Introduces Solutions for PTI Compliance

Fresno, California, September 17, 2009

In October 2008, the three major North American produce industry trade associations jointly published a document entitled the Produce Traceability Initiative (PTI) Action Plan (www.producetraceability.org), which identifies seven milestones that will bring the produce industry to electronic supply chain traceability. The due dates for the first two milestones have past. With the due date for Milestone #3 fast approaching in the 3rd Quarter of 2009, produce companies are scrambling to identify and share their case level Global Trade Identification Numbers (GTIN) with trading partners. Lotpath is uniquely positioned to help companies in the produce industry comply with Milestone #3 today.

Lotpath provides supply chain visibility and electronic traceability software that is compliant with the PTI Action Plan. Mike Dodson, Co-founder and CEO of Lotpath, states "I've spoken with many produce companies recently. Most are struggling with the requirements of Milestone #3. There is confusion in the marketplace. The Lotpath solution brings clarity and allows produce companies to accelerate their plans to comply with PTI." The Lotpath products are available in several service packages at various price points, from GTIN product management to full supply chain visibility and electronic traceability. Lotpath service packages include **Lotpath Basic**, **Lotpath Product List**, **Lotpath Lot Track**, and **Lotpath Ship Track**.

Lotpath Basic is a free service for produce industry participants. In a few minutes, food suppliers can create an account in Lotpath and make their organization, locations, commodities, and brands visible to other participants in the industry.

Lotpath Product List is a low cost service that lets suppliers manage their products and share product information with trading partners. Lotpath supports many types of products, including item and case level products. Products can be identified as GTINs and suppliers can share their GTIN product list with trading partners within Lotpath or by exporting the GTIN product list to an electronic file that can be emailed to trading partners. The GTIN export file complies with the Best Practices and Data Synchronization Template for PTI Milestone #3.

Dodson reports "We think our solutions are arriving at the right time for the produce industry. Produce companies are unsure of what to do and fear the high cost of PTI compliance. With our **Lotpath Product List** service package and its low price point, produce companies can begin their PTI journey knowing they are compliant today, while building a foundation for the future. We'll work with produce companies to help them transition through each of the PTI milestones. In the end, produce companies using all of the capabilities of Lotpath will have full electronic trace back and track forward capabilities. Our product offerings extend well beyond PTI compliance."

Lotpath is offering the **Lotpath Product List** service package for a \$250 annual subscription fee. Lotpath will be exhibiting at the PMA Fresh Summit trade show in October in Anaheim. In addition to a booth at the trade show, Lotpath will have an exhibit in the Produce Traceability Learning Center. Lotpath personnel will be available to answer questions about PTI and help produce companies sign up for **Lotpath Basic** and **Lotpath Product List** on site.

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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