



## P R E S S   R E L E A S E

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**For Immediate Release**

### **SIRAS EMBARKS ON LAW ENFORCEMENT AWARENESS CAMPAIGN**

**Leader in Electronic Product Registration Technology To Increase  
Awareness of Its Free Crime Prevention Database, SIRAS P.I.**

**REDMOND, Wash., May 26, 2009** - SIRAS, the pioneer in POS Electronic Product Registration, has embarked on the **SIRAS Law Enforcement Awareness Campaign**, a nationwide initiative to create awareness among law enforcement officials about SIRAS P.I. (Product Information) database and how officials can use this database to help link products with cases of identity theft, stolen credit cards, retail fraud, organized retail crime, home invasions and other criminal acts. Access to **SIRAS P.I.**, which contains hundreds of millions of product serial number transaction records, is provided **free of charge** to authorized law enforcement personnel. The company has hired retired Mesa, Arizona Detective Richard Milburn to visit police departments and to speak at law enforcement conferences nationwide to introduce these officials to the benefits offered by SIRAS P.I.

“SIRAS P.I. has already aided several police agencies in their investigations into identifying stolen products, and in reuniting stolen products with their rightful owners,” said Peter Junger, president of SIRAS. “We’re simply interested in making more law enforcement officials aware of the database so we can help them in their investigations. Rich Milburn was involved in our pilot program nearly three years ago, and has witnessed first-hand the benefits SIRAS P.I. has to offer.”

Milburn, who served as a detective specializing in property crimes, pawnshops and retail crime with the Mesa Police Department and who is now a consultant with SIRAS, has long been an outspoken advocate of SIRAS P.I. “It represents an important tool for law enforcement,” said Milburn. “The faster law enforcement can determine that an item is stolen, the greater the likelihood of a suspect being arrested and the victim getting their property returned.”

SIRAS has established an aggressive schedule of conferences that Milburn will be attending. They include:

<b>LAW ENFORCEMENT CONFERENCES</b>	<b>2009 Dates</b>	<b>Location</b>
South Florida Police & Security Expo	6/3-6/4	West Palm Beach, FL
NSA (National Sheriff's Association)	6/20-6/24	Fort Lauderdale, FL
MACP – Michigan Association of Chiefs of Police	6/27-6/28	Bellaire, MI
Georgia Chiefs of Police Conference	7/11-7/13	Atlanta, GA
Louisiana Association of Chiefs of Police	7/14-7/16	Monroe, LA
Phoenix Law Enforcement Expo	8/4-8/5	Phoenix, AZ
Fraternal Order of Police	8/16-8/18	Long Beach, CA
Great Lakes Law Enforcement Expo	9/1-9/2	Columbus, OH
NY Law Enforcement Expo	9/9-9/10	New York, NY
New England Organized Retail Crime	9/10	Worcester, MA
IACP (Chiefs of Police)	10/3-10/7	Denver, CO
IAPCI	10/27-10/28	Las Vegas, NV
Atlanta Law Enforcement & EMS Expo	10/28-10-30	Atlanta, GA
FLEPRU	11/9-11/12	Orlando, FL

In addition to the calendar of events above, he will also be reaching out to individual police departments across the country.

Since 1996, SIRAS’s Electronic Product Registration system has helped retailers and manufacturers track products through the sales lifecycle by recording each product’s unique fingerprint: currently the UPC and serial number. SIRAS P.I. gives law enforcement officials immediate access, either via the web or a toll-free number, to search the company’s product database by serial number in order to help them determine exactly where and when products had been purchased and if they may indeed have been stolen – either from an individual, from a retailer, or during transit. Law enforcement officials and retailers additionally have the ability to report stolen items by adding information to the database.

SIRAS P.I. also gives law enforcement officials the ability to link suspicious or stolen products to specific criminal incidents. For those items suspected of being

purchased with fraudulent tender, including stolen credit cards or gift cards, SIRAS P.I. allows authorized law enforcement agents to trace a product's retail transaction history with pinpoint accuracy. Many of the products SIRAS tracks are among those most commonly stolen: LCD and Plasma TVs, computers, video gaming systems, portable media devices and other consumer electronics and appliances. With partnerships that include most of the country's leading brands and retailers, SIRAS's database is extensive and has already proven to be an important crime-fighting tool.

For more information on SIRAS P.I. and an updated calendar of events where Milburn will be speaking, go to [www.siras.com](http://www.siras.com).

### **About SIRAS**

SIRAS is the pioneer in POS Electronic Registration and return validation technology, which allows retailers and manufacturers to track products, reduce returns and fraud, protect inventory, validate warranty eligibility, and improve both forward and reverse logistics operations. By tracking only products, not personal data, SIRAS respects and preserves consumer privacy. At the same time, it provides valuable tools for its manufacturing and retail clients to improve operations, visibility and the customer experience throughout the life of the products while realizing maximum profitability. The company has also implemented SIRAS P.I. (Product Information), the first ever, nationwide database initiative designed to help law enforcement officials throughout the country, report, track down, and recover stolen items.

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