



P R E S S R E L E A S E

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SIRAS.COM DRIVES HUGE SAVINGS ACROSS MULTIPLE CONSUMER ELECTRONICS PRODUCT CATEGORIES

Retail Technology Pioneer Reduces Returns For All Tracked Products 37%-47%, While Protecting Consumers' Privacy

REDMOND, Wash., May 31, 2007 – Demonstrating the effectiveness of its patented product tracking technology in controlling product returns across a broad selection of mainstay consumer electronics products, **SIRAS.com**, the pioneer in Point-Of-Sale Electronic Product Registration, has released 2006 return reduction rates ranging from 37% to 47% for its clients selling communications products, home video equipment, home office products, housewares, and photographic equipment. The company had previously released that its clients in the categories of TVs and MP3 players had seen reductions of 37% and 47%, respectively.

“It’s safe to say that these reductions represent savings in the many millions of dollars for our clients,” said Peter Junger, SIRAS’ president. “And we’ve just begun to scratch the surface of what’s possible. The more companies and retailers we have participating, the greater the impact to everyone’s bottom line.”

According to Junger, every category the company tracks witnessed significant reductions. Photographic and optical equipment matched MP3 player results, with clients

seeing a 47% drop in returns. Housewares registered a 44% decrease, home office equipment (computers, monitors, printers, etc.) a 41% drop, home video and entertainment products 40%, and communications equipment matched TVs with a 37% return rate reduction.

Using its patented technology, SIRAS.com works with manufacturers and retailers to track products by creating a unique fingerprint for each item based on its UPC code and serial number, which are scanned at the time of purchase. No customer personal data is collected in this process, a feature appealing to privacy advocates. This Electronic Product Registration establishes a start date for the retailer return policy and the manufacturer warranty, giving the retailer the automated tools to check the status of the warranty when the product is returned and limit returns to those products that are still under warranty and meet each retailer's return guidelines. Further, if a customer loses a receipt, the product fingerprint scan will validate its purchase information – making the process streamlined and effective for the customer.

About SIRAS.com

SIRAS.com 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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