



## P R E S S   R E L E A S E

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**FOR IMMEDIATE RELEASE**

### **SIRAS.COM LAUNCHES INFORMATION DATABASE**

#### **TO FIGHT CRIME**

### **SIRAS P.I. Aids Law Enforcement and Convictions Associated with Theft and Retail Crime**

REDMOND, Wash., September 4, 2007 – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration used by leading manufacturers and retailers, has announced the nationwide launch of SIRAS P.I., a groundbreaking initiative to aid law enforcement officials in determining whether products they recover are, in fact, stolen, and if so, from where. Piloted by the Mesa, Arizona Police Department, SIRAS’s P.I. (Product Information) Database has already proven to be effective in helping law enforcement officials identify stolen items, report suspicious items, and apprehend and convict thieves. The database will be available, free of charge, to police and law enforcement agencies nationwide.

“Theft and fraudulent retail returns are an industry-wide problem where billions are lost yearly,” said Peter Junger, SIRAS’s president, “SIRAS P.I. is an

effective tool giving law enforcement officials, asset protection professionals and retailers the ability to protect themselves and their customers while respecting consumer privacy.”

Since 1996, SIRAS’s electronic product registration system has helped retailers and manufacturers track products through their sales lifecycle by recording each product’s unique fingerprint: the UPC code and serial number. SIRAS P.I. gives law enforcement officials immediate access, either via the web by secure login 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 have the ability to report stolen items by adding information to the database. Retailers and law enforcement can also identify ownership of the recovered goods.

“SIRAS P.I. represents an important new tool for law enforcement,” said Timothy Zehring, Crime Prevention Supervisor for the Mesa, Arizona Police Department and the Executive Director of the International Crime Free Association, Inc. “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 P.I. also gives law enforcement officials and asset protection professionals the ability to determine whether products were purchased with fraudulent tender, including stolen credit cards or gift cards, by tracing a

retailer's transaction history with pinpoint accuracy. Many of the products SIRAS tracks are among the most commonly stolen: LCD and Plasma TVs, computers, video gaming systems, iPods and other consumer electronics and appliances. With partnerships that include many of the country's leading brands and retailers, SIRAS's database is quite extensive and has already proven to be an important crime-fighting tool.

**About SIRAS.com**

SIRAS.com is the pioneer in POS Electronic Registration and Smart Return, which allows retailers to track product, reduce returns and fraud, protect inventory, validate warranties, and improve both forward and reverse logistics. Tracking only products - not people - SIRAS respects consumer privacy and is a valuable tool for manufacturing and retail clients to improve operations, visibility and the customer experience throughout the life of the products - all while maximizing profitability.