



## P R E S S   R E L E A S E

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### SANYO TV IMPLEMENTS SIRAS.COM RETAIL TECHNOLOGY TO CONTROL RETURNS AND IMPROVE CUSTOMER SERVICE

**REDMOND, Wash., September 13, 2007** - **SIRAS.com**, the pioneer in Point-Of-Sale Electronic Product Registration, has announced the addition of TV supplier Sanyo Manufacturing Corporation to the list of companies implementing SIRAS's Electronic Registration technology that enables retailers and manufacturers to efficiently control returns and manage warranty programs. The news coincides with SIRAS's recent announcement that its technology reduced TV returns for its clients by 37% in 2006.

"We're excited to add Sanyo to the growing number of companies looking for SIRAS to help them control the losses incurred from excessive product returns through improved returns warranty management." said Peter Junger, SIRAS.com's president. "Manufacturers and retailers are not only seeing the impact our technology has on their bottom line, but because the system creates

electronic receipt that cannot be lost, they are also benefiting from improved customer service, which keeps customers happy and coming back.”

Sanyo Televisions, sold predominantly through Wal-Mart, is using SIRAS’s technology across its entire product line and is already actively engaged in using the system. Conforming with SIRAS serialization requirements, Sanyo’s packaging includes both the UPC and serial number bar codes on the outside, so that the products can be quickly and easily scanned and recorded by the retailer at the time of consumer purchase. Sanyo has also implemented the additional program feature of pre-registering products prior to shipment. Pre-registration allows retailers and manufacturers to track the return attempts of products that have bypassed the POS system and may have been stolen or purchased elsewhere. This service also offers a wealth of additional lifecycle intelligence opportunities.

### **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.

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