



## P R E S S   R E L E A S E

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### **SIRAS.COM'S CRIME FIGHTING DATABASE GARNERS ATTENTION** **FROM LAW ENFORCEMENT**

#### **Inclusion in California Police Newsletter Leads Generates Flood of Interest**

**REDMOND, Wash., January 7, 2007** – After reaching out to the Peace Officers Research Association of California (PORAC.org), **SIRAS.com**, the pioneer in Point-Of-Sale Electronic Product Registration, has received an influx of service requests from law enforcement agencies throughout the state for access to SIRAS P.I., a database of hundreds of millions consumer products, trackable by serial number, which is designed to help law enforcement officials throughout the country identify and recover items that may have been stolen. Access to the database is available, free of charge, to police and law enforcement agencies nationwide.

“We see the value and importance of sharing the information included in our database to police departments and law enforcement agencies to help fight crime,” said Peter Junger, SIRAS’s president. “It’s our hope that police forces everywhere will use SIRAS P.I. as another tool in their crime-fighting arsenal.”

Since 1996, SIRAS’s Electronic Product Registration program 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. If the product was legitimately purchased, SIRAS P.I. will tell the officer the date, time, and retail store where the item was purchased. Law enforcement officials have the ability to report stolen items by adding information to the database. By working together, retailers and law enforcement can also identify ownership of the recovered goods.

Piloted by the Mesa, Arizona Police Department, SIRAS P.I. has already proven to be effective in helping law enforcement officials identify stolen items, report suspicious items, and apprehend and convict thieves.

### **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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