



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

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SIRAS.COM INFORMATION DATABASE TO FIGHT CRIME

SIRAS P.I. Aids Law Enforcement in Fight Against Theft and Organized Retail Crime

LAS VEGAS, January 7, 2008 – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration used by leading manufacturers and retailers, will be showcasing its groundbreaking law enforcement database initiative, **SIRAS P.I.**, here at the 2008 Consumer Electronics Show. SIRAS P.I. aids 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. SIRAS is making the database is 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, “Manufacturers and retailers who register their products with SIRAS are making SIRAS P.I. an increasingly effective tool by giving law enforcement officials, asset protection professionals and retailers the ability

to protect themselves and their customers. And they do this 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.

To learn how you can add your products to SIRAS's P.I. database, come see SIRAS here at CES in North Hall meeting room N118.

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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