



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

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SIRAS P.I. DATABASE ATTRACTS INTEREST OF POLICE

NATIONWIDE

Inclusion in California Police Newsletter Generates Flood Of Interest

Las Vegas, NV, January 7, 2008 – After reaching out to the Peace Officers nationwide, **SIRAS.com**, the pioneer in Point-Of-Sale Electronic Product Registration, has received dozens of service requests from law enforcement agencies to create designated user accounts to access SIRAS P.I., a database of hundreds of millions of consumer products, trackable by serial number. SIRAS P.I. 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 officials 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 and tracking

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 identify ownership of the recovered goods and identify fraudulent tender transactions.

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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