



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

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MAJOR RETAILERS USING SIRAS TECHNOLOGY

REDUCED MP3 PLAYER RETURN RATES BY 47%

System Eliminates Improper Returns, Without Storing Customer Data

REDMOND, Wash., April 23, 2007- Providing relief for retailers and manufacturers aiming to reduce losses on improper returns of electronic gear, **SIRAS.com**, the pioneer in point-of-sale electronic product registration, announced that retailers using its product tracking technology reduced MP3 player return rates by 47% in 2006, to less than half the industry average.

“Product returns cost the industry billions of dollars a year, and both retailers and manufacturers are looking for ways to limit those losses,” said Peter Junger, president of SIRAS.com. “Our system simply enables foolproof enforcement store return policies and manufacturer warranties, with 100% accuracy.

“While our figures do not include all MP3 players sold at retail, companies using our technology, primarily major retailers, are benefiting significantly.”

Using its patented technology, SIRAS.com works with manufacturers and retailers to track products by creating a unique fingerprint for each item based on its UPC code and serial number, which are scanned at the time of purchase. No customer

personal data is collected in this process, a feature appealing to many privacy advocates.

This registration establishes a warranty start date, giving the retailer the tools to check the status of the warranty when the product is returned and limit returns to those products that are still under warranty and meet the retailers return guidelines.

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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.

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