



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

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SIRAS HELPS SLASH TV RETURN RATES 37%

Participating Brands and Retailers Save Millions of Dollars

REDMOND, Wash., May 14, 2007- SIRAS.com, the pioneer in point-of-sale Electronic Product Registration, announced that retailers and manufacturers using its product tracking technology to reduce losses from improper returns of electronic gear saw TV return rates for CRT, LCD, Plasma and Projection televisions cut by more than a third in 2006. The figures released today closely reflect the decrease in MP3 player return rates the company recently announced.

“With the declining prices in the marketplace of TVs today, and with retail margins razor-thin, it’s more important than ever to limit returns to those products that legitimately fall under both the warranty and retailer return guidelines,” said Peter Junger, president of SIRAS.com. “Our system is consistently proving itself as the most effective and cost efficient means of controlling those returns. “

SIRAS also recently announced similar results for its clients tracking MP3 players. And while the company’s figures do not include all TVs sold and returned at

retail, Junger added, “The savings for those brands involved is already significant. It makes a strong argument for using this technology.”

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 privacy advocates. This Electronic Product Registration establishes a start date for the retailer return policy and the manufacturer warranty, giving the retailer the automated 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 each retailer’s return guidelines. Further, if a customer loses a receipt, the product fingerprint scan will validate its purchase information – making the process streamlined and effective for the customer.

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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