



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

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SIRAS.COM NAMES SECRETO VICE PRESIDENT OF CLIENT SERVICES

REDMOND, Wash., August 6, 2007 – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration, has named Kristin Secreto as Vice-President, Client Services, a new position.

“Kristin provides invaluable sales and customer service experience,” said Peter Junger, SIRAS President. “She’s demonstrated remarkable leadership qualities and will be a huge asset as SIRAS expands globally. We’re fortunate to have her as part of our team.”

Secreto, 43, formerly SIRAS’s Senior Manager, Client Services, joined the company in 2001. According to Junger, she has played an integral role in SIRAS’s growth by expanding the company’s range of services in new and strategic directions for major retailers nationwide such as Wal-Mart and Best Buy and manufacturers such as HP, Philips, Sony, Lexmark, Microsoft, and others. She has an extensive international business background and as part of her new position will be instrumental in offering

SIRAS's services to retailers and manufacturers globally. Secreto will also play a pivotal role in the company's new service launch aimed at Law Enforcement and retail asset protection personnel to support their efforts in asset recovery and identifying fraudulent and criminal activity related to consumer goods.

Secreto graduated from the University of Washington with a concentration in business, finance, and marketing.

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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