



## P R E S S   R E L E A S E

Contact: Torin Roher  
Roher Public Relations  
Tel: 818.887.8838  
Cell: 310-993-1985  
[troher@roherpr.com](mailto:troher@roherpr.com)

### **SIRAS.COM PROMOTES TWO CLIENT SERVICES MANAGERS**

**REDMOND, Wash., August 14, 2007** – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration has named Lisa Bachler as Program Manager, Client Services and Bobby Ferkovich as Senior Business Analyst, Client Services.

“We’ve seen tremendous growth over the past few years as a result of our employee’s dedication and hard work,” said Peter Junger, SIRAS President. “SIRAS is poised to extend its sphere of influence even further and Lisa and Bobby will play key roles in our expansion.”

Bachler, formerly SIRAS’s Assistant Program Manager, Client Services will continue to manage all aspects of SIRAS’s services, including the implementation, execution, and training of retailers and manufacturers for programs such as POS Electronic Registration and Activation, Return Validation, and Control Center Services. According to Junger, her strong business relationships with both manufacturer and retail communities have helped strengthen SIRAS’s leadership position within the industry.

Bobby Ferkovich, 42, has been named Senior Business Analyst, Client Services. According to Junger, Ferkovich was the first staff employee to be hired when SIRAS launched in 1999 and has been a vital member of the company for the past 8 years. Prior

to working for SIRAS, he was an employee of Nintendo of America, SIRAS's parent company, since 1990. He is responsible for the design and creation of SIRAS's corporate reports for clients, retailers, and executive management. He has extensive experience in SQL & EXCEL training and a proficiency in Oracle database structures.

### **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.

*©2007 SIRAS. Trademarks are properties of SIRAS. SIRAS technology is protected by one or more U.S. patents. All other trademarks are registered by their respective companies.*

###