



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

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SIRAS.COM PROMOTES THREE IN IT

REDMOND, Wash., August 14, 2007 – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration has named Valerie Hunkeler as Senior Manager, Dean O'Connor as Network Integrator, and Teresa Wong as Project Manager for the Information Technology Group.

“The Information Technology group plays a major role in our day to day operations here at SIRAS,” said Peter Junger, SIRAS President. “With the guidance and knowledge of our IT team, SIRAS has been able to exceed client expectations and provide them with the highest level of service and support possible.”

Hunkeler, formerly SIRAS’s IT Manager, will manage all aspects of the information technology department including overseeing operations and development. In her new role, she will develop already established partnerships with SIRAS customers by expanding SIRAS’s availability of services, support, and systems. Hunkeler joined SIRAS in 2000 as Operations Manager for the IT department. Previously, she worked for Nintendo of America, SIRAS’s parent company.

O'Connor, whose technical expertise has been instrumental in the development and maintenance of many of SIRAS's programs, including Smart Return and the Voice Response Unit (VRU), will now assume the role of Network Integrator, IT, where he will be responsible for integrating all SIRAS network systems.

As the new IT Group Project Manager, Teresa Wong, will continue to support on-going operations of SIRAS applications such as Point of Sale Electronic Registration, Return Validation, and Control Center Services. In her new, expanded role, Wong will also be responsible for daily managerial duties for the programming staff and will handle all related IT processes and procedures as needed.

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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