



## 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 HIRES TWO IT DEVELOPERS TO SUPPORT COMPANY'S**

#### **GROWTH**

**REDMOND, Wash., August 14, 2007** – Continuing to build its IT team to support its growth and expanding services, **SIRAS.com**, the pioneer in Point-Of-Sale Electronic Product Registration has named Chris Barnwell as Senior Data Warehouse Developer and Tom Tran as Senior Java Developer for the Information Technology Group.

“The company is growing as more manufacturers are seeing the benefits of our services,” said Peter Junger, SIRAS President, “We’re excited to add knowledgeable staff members whose contributions will help us support our customers and expand our offerings even further.”

Barnwell, formerly Information Architect of apparel retailer Coldwater Creek, joins SIRAS as the new Sr. Data Warehouse Developer for the IT Group. In this new role, he will oversee and manage all data stored in SIRAS’s information warehouse as well as develop new applications.

As the new Sr. Java Developer, Tran will handle the design and development of SIRAS applications such as Point of Sale Electronic Registration, Smart Return, and

Control Center Services. Prior to joining SIRAS, he was Senior Software Engineer at Verolii Corporation.

### **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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