



PRESS RELEASE

Contact: Torin Roher
Roher Public Relations
Tel: 818.887.8838
Cell: 310-993-1985
troher@roherpr.com

FOR IMMEDIATE RELEASE

SIRAS.COM MOVES TO REDMOND'S 'WILLOWS' TECHNOLOGY CORRIDOR

**Subsidiary of Nintendo of America, the Consumer Electronics Innovator Moves to Larger Facility
to Accommodate Growth**

REDMOND, Wash., September 24, 2008 – **SIRAS.com[®]**, the pioneer in Point-of-Sale Electronic Product Registration, has opened the doors to its new corporate headquarters in the heart of Redmond's "Willows" technology corridor. Here the company will operate out of a new 12,455 sq. ft. building, housing IT innovation and database administration, sales, marketing, business analysis and client services. SIRAS's POS Electronic Registration technology helps retailers and manufacturers save millions of dollars by limiting product returns to only those products that are eligible to be returned. The company's new address is 11121 Willows Road NE, Redmond, WA 98052. The phone number will remain the same: 425.497.3300.

"SIRAS's move to its new facility marks an important stage in the company's evolution and expansion," said SIRAS President Peter Junger. "It's a real tribute to all of our employees and partners who have helped us accomplish so much, and as our 10th anniversary approaches, we know we're not only well positioned to create more cost-saving opportunities for our retail and manufacturing partners, but also to help law enforcement agencies across the country fight theft and return fraud."

SIRAS's manufacturing clients include a who's who of technology, including Nintendo of America, Sony Computer Entertainment of America, Philips, Acer, Gateway, RCA, Sanyo, Audiovox and Panasonic. And its retail partners include many of the nation's leaders, including Walmart, Target, Toys "R" Us, Circuit City, Best Buy and GameStop. Established in 1999, SIRAS is a subsidiary of Nintendo of America Inc. When industry return rates were at a significantly high rate in the early 1990s, Nintendo began its research to develop systematic methods that could effectively regulate returns, and also provide retailers with complementary, easy to use, gate-keeping tools at the store level. The result was a patented business methodology: Point of Sale Electronic Registration. It was so successful that SIRAS was founded to commercially develop the process, and to make it available to major retailers and manufacturers to use across multiple product lines. It is SIRAS's goal to continue to build on this standard for the benefit of retailers, manufacturers, and consumers.

SIRAS Certified products sold at retailers employing the technology are electronically registered at the point of sale and the detailed product lifecycle information is stored in the SIRAS Database – available for inquiry lookups via secure connections. This assists consumers with lost receipts and warranty claims. It also enables retailers to save money by customizing and systematizing return policies, streamlining reconciliation processes, and identifying when rebates/coupons were used, to name a few of the many cost-saving benefits. SIRAS also offers a free service to law enforcement officers nationwide with their SIRAS P.I. (Product Information) database that allows officers to research transaction history of products by serial number – aiding in the investigations of property crime and retail crime. SIRAS's POS Electronic Registration technology reduces return rates by an average of more than 30 percent, which has resulted in millions of dollars in savings for retailers and manufacturers.

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.

©2008 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.

#