



PRESS RELEASE

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FOR IMMEDIATE RELEASE

SIRAS ANNOUNCES KEY STAFF PROMOTIONS

New Positions Keep Returns Management Pioneer Primed for Continued Growth

REDMOND, Wash., October 6, 2008 - SIRAS.com, the company that's saving retailers and manufacturers millions of dollars through better product return and return fraud prevention tools, has announced that Maridee Maraz, 33, has been promoted to senior manager, sales & marketing, a new position, where she will structure the department for expected growth, as well as continuing to drive all new client sales, oversee the company's trade show and event participation, develop corporate marketing campaigns, and manage public relations activities.

Also receiving promotions were David Koon to manager, data warehouse development and Jeremy Prellwitz to technical lead systems development. Koon, 39, will manage and oversee project development related activities of the SIRAS database and data warehouse administration. Prellwitz, 33, will take over responsibilities relating to technical leadership and in optimizing SIRAS IT applications and processes.

"This has been SIRAS's best year to date, both in terms of numbers of clients and in the increase in the ways we're able to analyze the data for them," said Peter Junger, president of SIRAS and co-inventor of the company's unique POS Electronic

Registration technology. “These promotions are in both recognition of the jobs well done, as well as to position us to meet the increasing needs of our clients.”

SIRAS has also recognized the hard work and accomplishments of Susan Morse and Jennyfer Deaton. Morse has been appointed to Executive Assistant while Deaton has been appointed as the Client Services Coordinator.

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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