



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

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FOR IMMEDIATE RELEASE

SIRAS.com Names Maridee Maraz As National Sales Manager

REDMOND, Wash., November 20, 2006 – SIRAS.com, the pioneer in Point-Of-Sale Electronic Product Registration to regulate product returns, has appointed Maridee Maraz as national sales manager, where she will focus on broadening awareness and adoption of the company’s patented program to consumer electronics manufacturers and retailers.

“Maridee’s intimate knowledge of retail channels programs is a great addition to SIRAS,” said Peter Junger, president of SIRAS.com. “We have aggressive plans to increase the market’s awareness and understanding of the benefits of our electronic registration program, and Maridee’s experience will be a big difference-maker in our efforts.”

Maraz joins SIRAS from Mosaic Sales Solutions, where she served as national program manager for Microsoft, managing their national merchandising programs for leading brands such as Xbox 360, Windows, Office, Tablet PC and Media Center PC.

About SIRAS.com

SIRAS.com is the pioneer in POS Electronic Registration, which allows retailers and manufacturers to track product, reduce returns and fraud, protect inventory, validate warranties, and improve both forward and reverse logistics. 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.

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