



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

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SIRAS.com ANNOUNCES ROI GUARANTEE

Technology Pioneer in Product Return and Warranty Management Offers Rebates For Any Clients Not Making Back Their Investment

REDMOND, Wash., November 21, 2007 – SIRAS.com, the pioneer in POS Electronic Product Registration, is putting its money where its mouth is with a unique **Return on Investment (ROI) Guarantee** for any company using SIRAS's product registration and **Return Validation** service to manage their product returns and warranties. The program, designed to eliminate any risk for companies interested in implementing SIRAS's technology, guarantees that over the course of a year companies will save more money through deflected product returns than it spends in transaction fees.

“Our data consistently shows that SIRAS returns many times what companies pay in fees,” said Peter Junger, SIRAS's president. “It's an easy offer for us to make. The ROI numbers consistently show that there's almost no risk on our end, so if our offer of this relieves any anxiety companies may have initially in implementing it, we're more than happy to make this offer.”

According to Junger, in the event that the client's transaction fees during the registration period exceed the value of deflected returns during the monitoring period, SIRAS will credit the difference toward future transaction fees during the client's next billing cycle. And in all cases, regardless of ROI, clients retain all of the valuable POS data collected.

The SIRAS program works by collecting product UPC and serial numbers at the point-of-sale through retailer POS systems. With Smart Return, the retailer scans the product's UPC and serial number for an attempted product return, and the system queries the SIRAS Database in real-time. SIRAS then authenticates at what retailer the product was originally purchased, the item's return policy dates, and the manufacturer warranty policy dates to validate whether or not the product is good for return. If it is eligible for return, the transaction proceeds seamlessly. If it does not meet all of the requirements, SIRAS sends a code to the system to lock the register, suspend the return transaction, and ultimately "deflect" the return.

SIRAS defines a deflected return as a return that is reported to SIRAS as being denied by a retailer as the direct result of the SKU's registration with SIRAS. The value of the deflected returns is calculated by multiplying the number of deflected returns by the value of the SKU in question. This number is then compared to the transaction fees incurred during the given registration period, and any credit is then applied.

Said Junger, "Manufacturers and retailers lose billions of dollars every year unnecessarily because they are unable to manage their returns accurately, and they don't want to risk losing more money investing in services they are unsure about. With this new ROI Guarantee, we're eliminating the risk."

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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