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### **AgriWise Completes Successful Harvest-To-Consumer Traceability Pilot with Leading U.S. Supermarket Chain**

SAN RAMON, CA – September 30, 2009 – AgriWise, Inc., an international provider of software services for grower-based businesses, announced it has successfully conducted a commercial pilot program with one of the leading U.S. grocery retailers that demonstrates the effectiveness of the harvest traceability features provided by AgriWise’s Business Intelligence Software.

Working closely with produce category leader, The Giumarra Companies, and e-commerce platform leader, iTradeNetwork, AgriWise conducted a full-scale pilot in September that involved tracking California peaches from orchard to store using AgriWise’s PTI-compliant software.

“Everyone came away impressed by how seamlessly the technology worked with existing harvest and distribution practices,” said Jimmy Moir, AgriWise CEO. He reported that the pilot not only completed a full trace back and forward of the peaches, but used the GTIN-LOT number carried by iTradeNetwork in the advanced shipping notification to allow the retailer to view a full history of the product through a private and secure web portal.

“Our message to agricultural businesses is that traceability does not have to be an added cost in the supply chain,” Moir said. “Instead, it should be part of an information-gathering system that helps growers, packers and shippers improve their operating margins and see higher return on investment while providing retailers with the traceability they expect.”

“Collaboration and timely visibility into product movement were critical to the success of this pilot and we are proud that iTradeNetwork was part of the solution,” commented Rob Bonavito, CEO of iTradeNetwork.

AgriWise’s Business Intelligence Software is an integrated family of software-based services designed to meet the diverse information needs of agricultural businesses. In addition to providing comprehensive traceback, the system enables growers, packers and shippers to collect and analyze field and harvest information to develop benchmarks that help them evaluate the effect of production and handling variables on costs, yields and margins.

“AgriWise provides the operational tools to collect and systematize data easily for the day-to-day decisions growers need to make. It does so with greater efficiency and accuracy. In the process, growers get a sophisticated traceback system that meets all of the needs of retailers, and then some, as the pilot demonstrated,” Moir said.

The AgriWise system has been extensively tested on crops grown in the U.S. and Mexico over the past three years, and has been used by a number of leading growers in Europe over the past six years.

**About AgriWise, Inc.**

AgriWise, Inc., based in San Ramon, California, is an international provider of software services that enable fast and reliable traceability while helping grower-based businesses improve operating and financial performance by being better able to manage the information they need to run their businesses efficiently and profitably. AgriWise services are currently being used by leading growers in Europe and North America. More information is available at [www.agriwise.net](http://www.agriwise.net).

**About The Giumarra Companies**

The Giumarra Companies is a leading international network of fresh produce growers, distributors and marketers that encompasses a world of freshness. Since its inception in 1922, the Giumarra group of companies has taken pride in a longstanding commitment and tradition of quality, reliability and innovation to feed the world in a healthy way. For more information visit: [www.giumarra.com](http://www.giumarra.com).

**About iTradeNetwork, Inc.**

iTradeNetwork, Inc. is the leading global provider of on-demand supply chain management and intelligence solutions to the retail, hospitality and foodservice industries. Built upon deep industry expertise, a rich data foundation and our industries' most extensive trading partner network, ITN's collaborative solutions allow distributors, manufacturers, operators, retailers, suppliers and wholesalers of all sizes to reduce cost, grow revenue and strengthen trading partner relationships. Today, ITN's growing customer list includes over 5,500 global companies. For more information, visit [www.itradenetwork.com](http://www.itradenetwork.com).