



Contact:

Mia West
West Public Relations LLC
mwest@west-pr.com
619.501.2756

**Supply Chain Traceability and Transparency Visionary, Charlie Sweat,
Begins New Venture as CEO, Chairman and Founder of Frequentz, Inc.**

A champion of end-to-end visibility, Sweat commits to delivering global solutions that bolster businesses and brand reputations through elevated accountability

Palo Alto, CA – February 25, 2015 – Continuous breaking **food safety news** and auto recalls are just a sliver of what's fueling the public's push for more transparency within the fishing, agricultural, pharmaceutical and automotive industries. To answer the global demand for supply chain visibility, former Earthbound Farm CEO, Charlie Sweat, is now at the helm of Frequentz, Inc. In his new role as Frequentz's CEO, Chairman and Founder, Sweat is committed to delivering innovative **track and trace solutions** that incorporate mobile features to help ensure authenticity and quickly get to the cause and effects of recalls.

"Transparency is a passion point for me. During my tenure with Earthbound Farm, I saw there was a global need for a **track and trace system** with mobile capabilities that could capture all moving parts from the soil to the shelf," said Sweat. "While becoming transparent is a courageous move that shows integrity and builds customer trust, it also allows companies to identify and troubleshoot real time supply chain issues, strengthening both their business and reputation. It's absolutely the right thing to do."

Frequentz brought Sweat's mobile vision to life with a game changing development - the world's first smartphone app putting the power of medication verification directly into patient's hands. This mobile patient safety solution helps protect consumers from counterfeit and compromised drugs, while also giving prescription holders the confidence that their pharmaceutical provider can be trusted.

Sweat's vision to provide a track and trace resolve via mobile, will have an incredible impact on the ability to share critical data, especially in countries like China where there are 500 million plus cell phone users.



Frequentz is already helping organizations worldwide including McKesson, Baxter, Cardinal, Agro America and Marbelize to enhance their supply chain operations throughout 100 countries across the globe.

About Charlie Sweat

He is an alumnus of the Stanford University School of Business (SEP) and a former member of the Alumni Board of Directors. During his 15-year tenure with Earthbound Farm, Sweat was able to grow its business from \$10 million to over \$540 million in revenues. Early in 2014, he led and completed its sale to WhiteWave Foods, Inc. on behalf of its shareholders, including private equity firm Kainos Capital, for approximately \$600 million. Mr. Sweat has been recognized as a Regional Winner and National Finalist in the 2011 Ernst and Young Entrepreneur of the Year Awards. On top of his current role at Frequentz, he is a board member of two privately held companies, as well as Global Green USA, a non-profit organization.

About Frequentz

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this, Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

###