



Contact:

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

**Frequentz Makes Earth Day Pledge to Help Protect the Ocean
by Partnering Exclusively with Seafood Suppliers of Integrity**

*As more aquaculture businesses embrace transparency through traceability,
sustainable seafood sourcing will become the industry norm*

Palo Alto, CA – April 22, 2015 – According to Frequentz, Inc., a global leader and champion of end-to-end visibility, **seafood traceability** will play a vital role in protecting the ocean from overfishing. While Frequentz has always sought to make a difference in the world through **supply chain visibility**, in honor of Earth Day, Frequentz is making a public pledge to partner exclusively with companies practicing sustainable fishing methods. Frequentz's **end to end traceability** software and **mobile application** have the power to help verify and ensure proper fishing practices, so by choosing to only work with businesses and nongovernmental organizations that understand this, they can collectively eliminate Illegal, Unreported and Unregulated (IUU) seafood from entering the market.

Frequentz's commitment to the environment is bolstered by the addition of John McPherson as the Director of Sustainability. An expert on the nexus of technology, sustainability and entrepreneurship, McPherson has led teams in a diverse array of interdisciplinary projects, ranging from ocean advocacy and education to green-job training and mobile technology development. He is currently a co-founding Board Member of the Los Angeles Sustainability Collaborative, a non-profit research and advocacy organization dedicated to finding solutions to sustainability issues in Southern California.

"We are more than track and trace software company. We have made it our mission to have a global impact by helping ensure that **sustainable seafood** is the only thing that reaches your plate," John McPherson, Director of Sustainability, Frequentz Inc.

Aquaculture, or the rearing of fish in captivity, is the world's fastest-growing protein-producing activity, with nearly 50 percent of all seafood being farmed rather than caught in wild fisheries. This rapid growth has provoked questions of sustainability in the global aquaculture industry, including how to handle the massive amounts of salt water being imported inland for fish farms. While re-



searchers warn of dangerous overfishing and decline in the world's wild fish population, aquaculture stands as a potentially sustainable alternative, and recent innovations promise to enhance the efficiency, safety, and sustainability of aquaculture while improving the lives of its fish farmers.

The Solution

Frequentz's global tracing capabilities help companies in their sustainability initiatives while also adhering to any global standards or regulations. Beginning with the catch location, method and species, seafood's unique identifiers can now travel along the chain of custody to processors and restaurants, while also incorporating DNA testing for further authentication. Frequentz also offers a **mobile application** that validates the date and origin of seafood within the supply chain by capturing important attributes events as it moves through the supply chain via a Unique Identifier on the seafood labeling. The company prides itself on staying up-to-date with the upcoming regulations and mandates to ensure customers are well equipped to meet these standards in advance of the deadlines.

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.

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