![Frequentz logo]

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Frequentz's Scalable Traceability Solution
Gives Small Businesses a Competitive Advantage
*Frequentz helps small Ecuadorian shrimp company to compete in a
global market by reinforcing the brand's commitment to true quality*

Palo Alto, CA – April 15, 2015 – According to Frequentz, Inc., a global
leader and champion of end-to-end visibility, businesses of all sizes have much
to gain through end-to-end traceability, especially those of a smaller scale like
Ecuadorian shrimp company, Natluk S.A. An Oceana study revealed 30 percent
of DNA tested shrimp products from over 100 U.S. grocery stores and restaurants
were severely misrepresented, which helped prompt the upcoming traceability
requirements. By leveraging Frequentz's traceability solutions and mobile appli-
cation to capture catch data in the moment, Natluk S.A. now has the competi-
tive advantage of assuring its international clientele they are purchasing sus-
tainable seafood that has been proactively traced since inception.

"We want to build our brand and have it associated with quality, using all tools
available. We are planning on building out our expansion with the help of Fre-
quentz's seafood traceability system. We want our customers to have all the in-
formation on our products and be completely transparent to them. If we are go-
ing to build our label we want to do it right from the start," said Alex Dahik, Gen-
eral Manager, Natluk S.A.

Frequentz's system is built so that it is scalable for any size company and is ex-
tremely applicable where complex and costly integration may not be needed.
The mobile capture method allows even the smallest of companies to realize
end-to-end traceability with just a smart phone application, yet is versatile
enough to grow with the company. This is the perfect solution for a company
like Natluk, who has vessels, as well as farms, that they receive their product
from. By adding a shrimp supply chain traceability system to their operation,
Natluk will join the leaders in the industry that not only claim that their catch is
sustainable, but can prove it to be true.

The Solution
Frequentz's global tracing capabilities help companies in their sustainability initi-
atives while also adhering to GS1 Global Standards. 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 Natluk S.A.
Natluk S.A. is a wild and farmed raised shrimp company based in Southern Ecuador that believes quality is never an accident; it is the result of constant effort, applied intelligence and the right team. A family business, they began operations in 2010 with the their main motivation to support the socioeconomic development of the coastal town, General Villamil Playas, and the surrounding area. Natluk S.A. is the first company in the region working on the development of industry and its people, improving the economy-through training. Their providers are fishing cooperatives and artisanal fishermen associations that operate in areas approved by the country's regulatory agencies. www.natluk.com

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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