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**FOR IMMEDIATE RELEASE**

**SANITRACE ANNOUNCES PARTNERSHIP WITH  
BROTHER INTERNATIONAL CORPORATION**

***-- New Channel Sales And Marketing Partnership Provides North American Reach --***

**St. Louis, May 9, 2016** – SaniTrace, LLC, the first company to provide text notifications for ground beef recalls, has partnered with Brother International Corporation to market and promote the new SaniTrace Ground Beef Logging & Labeling Solution that sends text messages to customers in the event of a national or local recall on ground beef, and provides grocery stores, delicatessens, and butcher shops with immediate compliance to the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) federal regulation that takes effect in June of 2016.

Using the Brother QL family of label printers to print the label that goes on the ground beef package, SaniTrace is the first truly plug and play beef logging and labeling solution for the U.S. ground beef industry. The SaniTrace software allows meat cutters to electronically log, store and centrally manage all of their ground beef data, as well as track the sanitization of their meat grinding equipment, without any information technology experience necessary.

The SaniTrace solution is cost-effective. While some solutions can cost tens of thousands of dollars to implement, the SaniTrace solution includes a tablet, barcode scanner and a Brother QL series label printer, creating a very cost-effective and affordable startup solution. And since the Brother QL family of label printers uses reliable thermal printing, there are no inks, toners or ribbons to purchase.

“We are very excited to partner with Brother International Corporation and the company’s talented U.S. sales team,” announced Robert H. Rose, founder of SaniTrace. “In addition to consistently printing high-quality labels, the Brother QL-700 and QL-710W label printers have proven to be highly reliable in the harsh environment of the meat cutting room and are vital to the SaniTrace solution.”

## ***SaniTrace Ground Beef Logging & Labeling Solution Add One***

Customers can scan the QR Code found on the SaniTrace label with their smartphone, or text the unique SaniTrace product identifier to a local phone number and be immediately notified via text in the event of a recall on ground beef. The new USDA FSIS regulation requires all retail markets engaged in the sale of freshly ground beef to keep extensive records of all meat source data from each grind, along with the date of equipment sanitization.

### **About SaniTrace**

SaniTrace creates electronic systems to log all cleaning activities in real-time. For use in hospitals, grocery stores, convenience stores, hotels, restaurants, and ground beef operations, SaniTrace provides simple-to-implement systems to improve cleaning and sanitization processes. SaniTrace - Providing Peace of Mind Through Technology!

For additional information, please visit [www.sanitracel.com](http://www.sanitracel.com).

### **About Brother**

Brother International Corporation is one of the premier providers of products for the home, home office and office. The U.S. corporate office in Bridgewater, N. J., was established on April 21, 1954 and currently markets many industrial products, home appliances and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. These products include an award-winning line of Multi-Function Center® machines and printers. Brother also provides the number-one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-touch® Electronic Labeling Systems.

For more information you can visit the website at [www.brother.com](http://www.brother.com).

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