



FOR IMMEDIATE RELEASE

EMERGE SIMPLIFIES INDIVIDUAL ANIMAL MANAGEMENT WITH RELEASE OF CATTLELOG PRO VERSION 1.2

SEBASTIAN, Fla., May 3, 2005 -- eMerge Interactive, Inc. (Nasdaq: EMRG), a technology company serving the agricultural, foodservice, and healthcare industries, today announced the introduction of CattleLog Pro Version 1.2, a major advancement in animal data management and reporting software.

“The New CattleLog Pro is a great example of integrating software, hardware, and services into a simple, useful tool that can positively impact any livestock operation,” said David Warren, President and CEO of eMerge Interactive. “Instead of simply adding a few new features, CattleLog Pro 1.2 approaches livestock management from a collection scenario perspective and gives customers easy access to a wide range of powerful, dynamic features that allow producers to collect and understand animal information on their terms.”

Enhanced Animal Management Experiences

Livestock producers are becoming more sophisticated in their approaches to capturing and using individual animal information. With this release, CattleLog Pro continues to build upon its basic information collection features and put additional control and decision-making tools in customer’s hands. This release contains dozens of significant improvements and enables users to adapt to any potential processing scenario and related information needs.

Livestock producers are also demanding more of their services and technology systems. eMerge has responded to this demand by providing key feature enhancements, including the following:

- **Protocol Item Grid:** Users can use this dynamic grid to enter values for each item in their data collection protocols and select which items to use without running multiple protocols simultaneously. This feature speeds up the collection process for users capturing large amounts of data or working with data that frequently changes.
- **Edit Data Support:** Users can now review and edit data prior to uploading. In addition to helping prevent users from entering incorrect information, it also reduces animal processing times.
- **Scan to Batch Capability:** Tags scanned chuteside may now be separated and converted into new batches allowing users to create new worksheets or upload additional data without scanning the animals again. This is a major advancement for operations that collect data several times on each animal.
- **Expanded Import Wizard:** Several key features have been incorporated that now accommodate dozens of data import options, allowing information to be obtained from virtually any source.
- **Enhanced Reports:** Local reports have been updated to include more information than previous versions. New reports have been added to help increase operational visibility and recognition of critical production trends.
- **Updated Product Listings:** All item listings have been updated to include the latest pharmaceuticals, treatments, and information types, including data fields required by the National Animal Identification System (NAIS).
- **Increased Security:** CattleLog Pro has been updated to take advantage of current security technologies, allowing users to safely and securely upload their production data.

Meeting the Diverse Needs of an Evolving Industry

Producers are faced with major information challenges including an expanding variety of livestock tags and seamlessly integrating existing computer hardware and software systems. Fortunately, CattleLog Pro manages these components and creates a simple, intuitive product that has been shown to save time, increase marketing

opportunities, and assist with animal production management. To do this, CattleLog Pro works with a range of livestock technology and hardware providers, including the following:

- **Allflex USA:** Electronic identification (EID) tags and EID readers, including the recently introduced “Beef USA” tag program.
- **Temple Tag/Deatron-Fearing:** EID tags and EID readers.
- **Farnam Companies:** EID tags.
- **Tru-Test Limited:** Electronic livestock weighing systems.
- **Digi-Star:** Electronic livestock weighing systems.

CattleLog Pro also integrates with many feedyard accounting and hospital systems and herd management software packages. Customers may also utilize information in any type of Microsoft Excel or text file, including files from mobile devices and PDAs.

Industry Leaders Support CattleLog Pro

Many of the enhancements were the result of an open and collaborative development process between leading livestock producers and organizations and eMerge. Mr. Warren made the following observations: “We have found that, as our customers become more comfortable with all that CattleLog Pro can do for them, they find new ways to use the product to help perform the tasks that help their decision-making process and ultimately their bottom-line. Our goal has always been to provide outstanding technology and service at reasonable prices, and our customers value that. The CattleLog customer base grew by over 300% in 2004 because there is a demand for high-quality products that address animal identification and tracking challenges.”

Several industry-leading organizations, including Nichols Farms and Montana Beef Network, have already begun using the new version of CattleLog Pro. CattleLog Pro 1.2 has also been used in several of the state-based NAIS Pilot Projects that include animal and premises identification components. CattleLog partners such as ADM Alliance Nutrition will also be able to obtain the new version of CattleLog Pro.

About CattleLog

CattleLog is a suite of individual animal management products and services designed to help livestock producers manage their production and compliance information faster, easier, and at less cost than ever before. CattleLog products include CattleLog Pro, an advanced software application designed to help producers collect and manage their own information; CattleLog Data Services, a manual data collection service designed for smaller or seasonal producers who may not have access to a computer or the internet; and CattleLog Reports, our online information product that allows customers to view and manage their animal information in a powerful, intuitive reporting platform. CattleLog is also an approved USDA Process Verified Program for animal data collection and reporting. For more information on all CattleLog products and services, visit www.cattlelog.com.

About eMerge Interactive

eMerge Interactive, Inc., is a technology company serving the agricultural, foodservice, and healthcare industries. The Company is developing a broad portfolio of innovative products including VerifEYE™ HandScan, Solo, and CIS contamination detection systems, for use in restaurants, hospitals, and food processors in the United States, Europe, South America, and Asia. The Company’s agricultural products include CattleLog™, USDA-approved Process Verified Program providing individual animal data collection and reporting that enables livestock tracking, verification, and branding. For more information about eMerge Interactive, including the risks and uncertainties associated with our business, please visit www.emergeinteractive.com and view our filings with the Securities and Exchange Commission.

For additional information regarding this press release please contact Bob Drury, eMerge Interactive Chief Financial Officer, at (772) 581-9741.

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SOURCE: eMerge Interactive, Inc.