



Fortune 100 Executive Panel to Address 2007 U Connect Conference

Executives from Coca-Cola, Wal-Mart, and Hewlett-Packard to share views on major supply chain challenges faced by companies today

For Immediate Release

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LAWRENCEVILLE, NJ, January 30, 2007 – GS1 US™ and the Voluntary Interindustry Commerce Solutions (VICS) Association have announced that a Fortune 100 executive panel will address the 2007 U Connect Conference®, which will be held June 4-7 at the Gaylord Palms Resort and Convention Center in Orlando, Florida.

Titled “The Strategic Value of Standards for Today’s Supply Chains,” the panel discussion will cover global commerce opportunities, trading partner relationships, and standards initiatives, such as the Electronic Product Code™/Radio Frequency Identification (EPC/RFID) and data synchronization. Panel participants will include: J. Alexander (Sandy) Douglas, President of Coca-Cola North America; Craig Herkert, Executive Vice President, President, and Chief Executive Officer, The Americas, of the Wal-Mart International Division; and Randy Mott, Executive Vice President and Chief Information Officer of Hewlett-Packard.

“We are pleased to have three of industry’s most respected business leaders at this year’s U Connect Conference to share their unique perspectives on the major challenges companies face today and how standards are an essential part of the business strategy to solve them,” said Miguel Lopera, Chief Executive Officer, GS1 US. Joe Andraski, the President of VICS, added, “There will be a great lineup of senior-level executives presenting at this year’s U Connect discussing how their companies are achieving business process and supply chain excellence. It gives attendees a great opportunity to gain fresh insight and advice to solve their own critical supply chain challenges.”

The conference will open on June 4, 2007 with U Connect 101, a “basics day” and a VICS CPFR® (Collaborative Planning Forecasting & Replenishment) Workshop. The event continues through June 7th with intermediate and advanced sessions covering bar coding, e-commerce, EPC/RFID, data quality and accuracy, supply chain management, and the item unique identification initiative of the Department of Defense.

The conference will also include industry-specific tracks from the Alcohol Beverage Industry Electronic Commerce (ABI EC) Council and the Coalition for Healthcare eStandards (CHeS). The Data Synchronization Summit 2007 and the RosettaNet Global Community Summit will also be held at the U Connect Conference.

Alison Levine, team captain of the first American Women's Everest Expedition, will deliver the Conference keynote address. Ms. Levine will draw upon 20 years of business experience as she focuses on the parallels between staying alive on the world's most dangerous peaks and succeeding in a fast-paced business world.

Registration and information for the U Connect Conference is now available at www.uconnectevent.org.

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About GS1 US

GS1 US Inc. is a not-for-profit organization dedicated to the adoption and implementation of standards-based, global supply chain solutions. GS1 US operates subsidiaries EPCglobal North America™, RosettaNet, and 1SYNC™. GS1 US manages the United Nations Standard Products and Services Code (UNSPSC®) for the UN Development Programme. EPCglobal Inc™ is a joint venture of GS1 US and GS1. GS1 US-based solutions, including business processes, XML standards, EDI transaction sets, and the bar code identification standards of the GS1 System are currently used by more than one million companies worldwide. For more information, visit www.GS1US.org.

About VICS

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as "standards," VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS' volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance- and their personal commitment to make the world work a little better. VICS' members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.