

For Immediate Release

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VICS Organization Announces Free CPFR® Roadmap Now Available on Website

Lawrenceville, NJ—The Voluntary Interindustry Commerce Standards Association (VICS) today announced that *The CPFR® Roadmap* for Collaborative Planning Forecasting and Replenishment is now available free to access on the CPFR website at www.CPFR.org. Laura Golding, Director for VICS, also announced that a print version of *The CPFR Roadmap* will be made available for sale in the first quarter of 2000.

The CPFR Roadmap, developed by the VICS Association and the CPFR Committee, was produced in response to the growing interest in Collaborative Planning Forecasting and Replenishment. The document is a follow up to the companion book, *VICS CPFR Guidelines*. This revolutionary business process between trading partners utilizes forecasting models and ongoing point-of-sale transaction information to produce a more responsive and cost-efficient supply chain. The CPFR process creates a collaborative environment where trading partners and customers can come closer together to produce significant efficiencies in inventories, customer service, and bottom-line savings.

The Roadmap outlines five major pilot studies of CPFR, which include such companies as Wal-Mart, Sara Lee Branded Apparel, K-Mart, Kimberly Clark, Nabisco, Wegman's Supermarkets, Procter & Gamble and Hewlett Packard. In addition to the impressive results of the five pilot studies, users will also find a step by step guide to implement CPFR, including Revised Technical Specifications and updated VICS Electronic Data Interchange (EDI) and Standard Interchange Language (SIL).

Joe Andraski, Chairman of the VICS CPFR Committee and Senior Vice President of Retail Development for OMI International, Inc., said, "CPFR brings trading partners together with the powerful processes of supply chain management and category management. CPFR has proven its ability to produce increased sales and improved effectiveness and efficiency far beyond the results of conventional means." Randy Mott, Senior Vice President and Chief Information Officer of Wal-Mart, one of the pilot study participants, stated "CPFR is the single largest opportunity to move inventory management forward in the next five years. We plan to implement collaborative relationships with well over one hundred suppliers in the next

twelve months. We believe that CPFR is the driver for moving into the next era of buyer-seller relationships.”

The Uniform Code Council, Inc., which has served as Secretariat of VICS since 1998, has worked closely with VICS for over a decade to develop standards for the retail industry. Tom Rittenhouse, President and CEO of the UCC stated, “CPFR represents an exciting breakthrough in bringing customers and trading partners closer together. In order to deliver greater efficiencies and savings to consumers and all members of the global supply chain, trading partners must work together in the true spirit of partnership. CPFR provides the solution to accomplish that.”

For more information about the CPFR Roadmap, please visit the CPFR website at www.CPFR.org, the VICS Association website at www.VICS.org or call 609-620-4590.

About the VICS Association:

The mission of the VICS Association is to take a global leadership role in the ongoing improvement of the flow of product and information about the product throughout the entire supply chain in the retail industry. The organization’s overall objective is to improve product availability to the consumer by providing leadership and encouragement in the identification, development, and implementation of voluntary standards, protocols, guidelines and other mechanisms which might be required to support their mission.

About the UCC:

The mission of the Uniform Code Council, Inc. is to take a global leadership role in establishing and promoting multi-industry standards for automated identification and related electronic communications. The goal is to enhance efficient supply-chain management, thus contributing added value to the customer.

The UCC, together with its global partner, EAN International, provides a globally compatible and globally unique system for automated product identification. This system enables the automatic transmission of business information between trading partners of any company, any industry, anywhere in the world, in the same language. Nearly 850,000 organizations and their trading partners in over 94 countries use the EAN.UCC system for product and shipping container identification.

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