



VICS Organization Selects UCC as Secretariat

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New Orleans—The Voluntary Interindustry Commerce Standards Association (VICS) announced last week at its VICS Board of Directors meeting that the Uniform Code Council (UCC) will become its secretariat effective November 1, 1998.

VICS and the UCC have had over a decade long relationship in the area of standards development for automated product identification and electronic commerce in the retail industry. Over the past three years VICS' scope has broadened to include business processes as well as technology.

Paul Benchener, Chairman of the Board for VICS and Vice President of Marketing for QRS Corporation, stated that, "The focus of the VICS organization's efforts has been to provide voluntary standards that will foster efficiency and growth within the retail industry supply chain activities. Our organization is comprised of voluntary members whose companies are actual users of the VICS standards. These users provide the kind of real-world input that we need to develop

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stable and effective standards. Through the use of industry-based committees that are made up of actual users, UCC uses a similar approach in standards development efforts. These similarities, along with UCC's unsurpassed track record with the administration of standards, provided the basis for our selection of the UCC as the VICS Secretariat."

Tom Rittenhouse, President and CEO of the UCC stated, "We have found that user involvement is vital to developing standards that endure. Both VICS and UCC have worked hard to foster the relationships within our mutual industry base to ensure that the standards development process does not exist in a vacuum. UCC's move to secretariat of VICS is a natural progression for the two organizations as we each strive to enhance supply chain efficiencies. To this end, we welcome the role we will now play for VICS in the retail community and look forward to a continued cooperative relationship."

The new address and telephone numbers for the VICS Association will be made available on or before November 1, 1998.

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.

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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 with EAN International provides a globally compatible, 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 700,000 organizations and their trading partners in over 94 countries use the UCC/EAN system for product and shipping container identification.