

GS1 US Announces VICS Association Participation for 2007 U Connect Conference

*Event extends to four days, June 4-7, 2007 to accommodate
demand for additional supply chain curriculum*

For Immediate Release

Contact:

For GS1 US: Jeff Oddo, GS1 US, (609) 620-4548, joddo@gs1us.org

For VICS: Ron Margulis, RAM Communications, (908) 272-3930, ron@rampr.com

LAWRENCEVILLE, NJ, November 9, 2006 — GS1 US and the Voluntary Interindustry Commerce Solutions (VICS) Association today announced that VICS would present a series of executive-level sessions as part of an expanded and enhanced 2007 U Connect Conference. Now in its eighth year, the 2007 edition of the supply chain standards education will take place June 4th to 7th in Orlando, Florida at the Gaylord Palms Resort.

Michael Di Yeso, the President and Chief Operating Officer of GS1 US, said, “We are delighted that the VICS Conference will now be a part of the U Connect Conference. This expanded offering will bring together an even greater community of users who recognize that the implementation of standards-based solutions that will be featured at U Connect can significantly improve the way they conduct business.”

Joe Andraski, the President and CEO of VICS added, “Our two organizations have had a long and productive working relationship over the years, and joining U Connect was a logical next step. We both share the same vision: companies need to be standards-savvy to stay competitive. The best place for our constituents to get this education is at the U Connect Conference.”

Produced and presented by GS1 US, the not-for-profit standards organization, the U Connect Conference combines knowledge, new ideas, and networking to help attendees address and solve today’s most critical supply chain challenges. As part of the conference’s new format, sessions will incorporate an integrated, multi-solutions approach. The addition of the VICS Conference also brings a series of sessions focused on collaborative commerce.

With over 90 content-rich sessions, U Connect provides the most comprehensive education on key supply chain issues and initiatives, including bar codes, e-commerce, data synchronization, Electronic Product Code/Radio Frequency Identification (EPC/RFID), and business process automation. The event brings together a community of users, solution providers, business leaders, and technical experts, with a focus on practical, “real world” supply chain education that attendees can immediately apply in their businesses.

In response to demand for additional supply chain curriculum, GS1 US has announced a series of enhancements to the 2007 week-long event, including:

- U Connect 101: a day-long event offering basics-level education on Monday, June 4, 2007 for those who are new to bar codes, e-commerce/EDI, data synchronization, EPC/RFID, business process automation, and collaborative commerce
- U Connect Conference: more intermediate and advanced sessions June 5th to 7th for the seasoned supply chain professional
- VICS CPFR® Workshop: a one-day workshop to help attendees understand the role, impact, and importance of effective collaboration utilizing Collaborative Planning, Forecasting, and Replenishment (CPFR)
- Senior-executive-level sessions, presented by VICS leadership, will be offered on June 5th during U Connect, giving attendees unique access to senior executives from some of the world's leading retailers and manufacturers, including Best Buy, Hewlett-Packard, Procter & Gamble, and Wal-Mart
- The addition of professional development sessions, including root-cause analysis and change management, among others

For more details and updated conference information, please visit:

<http://www.uconnectevent.org/>.

Fast Facts

Event Name: U Connect 07, The GS1 US Community Event for Standards

Presented by: GS1 US

Event Dates: June 4-7, 2007; U Connect 101/Basics Day (June 4th); Intermediate & Advanced Sessions (June 5th to June 7th)

Event Location: Gaylord Palms Resort, Orlando, Florida

Event Website: <http://www.gs1us.org> or <http://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 wholly owned subsidiaries EPCglobal US™, 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 (formerly known as the EAN.UCC System) are currently used by more than one million companies worldwide. 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.