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CONTACT:

Sarah Abbott
Retail Systems Alert Group
Phone: 617-527-4626 x 117
Email: sabbott@retailsystems.com

Ron Margulis
VICS
Phone: 908-272-3930
Email : ramcommunications@comcast.net

**WAL-MART, P&G, BEST BUY, SAMSUNG, AND JDA HONORED AT VICS COLLABORATIVE
COMMERCE ACHIEVEMENT AWARDS**

David Cole Receives Career Achievement Award

Chicago, IL, — The **Annual VICS Collaborative Commerce Achievement Awards** were presented on Tuesday, May 24 during a private ceremony held in conjunction with the Voluntary Interindustry Commerce Standards (VICS) Association Board Dinner. The Awards are presented by the VICS Board of Directors each year as part of the VICS/Retail Systems Super Conference, held May 24-26, 2005 at McCormick Place, Chicago, IL, USA.

The 2005 VICS Collaborative Commerce Achievement Awards honor outstanding examples of strategic thinking and leadership, as well as Uniform Code Council (soon to be GS1 US) and VICS standards utilization, that have resulted in more effective supply chain partnerships. The awards recognize efforts and company-wide dedication to customer satisfaction that have made continuous improvements to the supply chain.

2005 VICS Collaborative Commerce Achievement Awards Winners

BEST ON RETAIL SIDE

Wal-Mart Stores, Inc. for the #1 worldwide retailer's contributions in the area of RFID, especially store-level use, where the company has helped both drive the technology forward and drive costs down.

BEST ON SUPPLY SIDE

The Procter & Gamble Company for the #1 US household product maker's standardized work processes with trading partners, utilizing machine-to-machine item Data Synchronization to decrease data inefficiencies and save \$ millions.

BEST IN VICS CPFR® IMPLEMENTATION

Best Buy Co., Inc. with Samsung for a joint effort by the #1 US consumer electronics retailer and one of the top ten electronics manufacturers in the world, who conducted collaborative forecasting to drive their product flow off of true customer demand.

BEST THIRD PARTY PROVIDER

JDA Software Group, Inc. for the software vendor's creation of a CPFR solution enabling a single shared forecast of demand between retailer-manufacturer partners and collaborative

ROGER MILLIKEN CAREER ACHIEVEMENT AWARD

The recipient of the Roger Milliken Career Achievement Award is David A. Cole, Chairman Emeritus, Kurt Salmon Associates. David has helped many of the industry's leading raw materials producers, consumer products companies and retailers improve their supply chain responses. He was the one of early leading lights in 1984 when Roger Milliken and other industry leaders wanted to identify the economic benefit of a "quicker response" system of supply chain response to consumer demand in the United States. To determine standards for data capture and transmission, industry leaders formed the Voluntary Interindustry Communications Standard Committee (VICS), the predecessor to Voluntary Interindustry Commerce Standards (VICS) Association.

In 1989, Dave Cole presented a keynote on the manufacturer/supplier VICS benefits at a major conference in Dallas. Shortly thereafter, Dave and a KSA team pulled together a consortium of retailers and their suppliers to tackle the floor-ready merchandise issue. That in turn led to the formation of the Floor-Ready Merchandise Committee.

In 1997, Dave led an analysis of the accomplishments of VICS during its first 10 years and presented that at the VICS IQ '97 conference in Dallas. Initial estimates were that Quick Response would provide \$25 billion in benefits in the soft goods and related industry sectors. Dave announced subsequent analysis of other sectors, and additional benefits not previously considered raised the level of benefits to \$100 billion.

Dave continues his involvement with VICS as a board member, despite exploring the many benefits of his recent retirement. The VICS Association thanks Dave Cole for his early involvement with VICS and many years of service.

"This is an incredible honor for Dave Cole," said Jerry Black, Managing Director for KSA North America, "especially when you consider the highly important role that both VICS and the UCC play in supporting more effective supply chain partnerships globally."

"While Dave is a humble person, I happen to know he is very proud to have had the privilege of working with VICS in its ongoing improvement of global product and information flow," Black said. "KSA is very pleased with Dave's long-term impact on the global supply chain, as well as the firm's long-time support of the VICS mission," he said. "KSA shares VICS' goal of helping suppliers and retailers provide the best value to the end consumer. When the consumer wins, we all win."

The VICS/Retail Systems Super Conference is part of Retail Systems 2005, which offers three days of educational and networking opportunities for all professionals in the extended retail industry, including retailers, manufacturers, distributors, IT vendors, 3PLs and warehousing professionals. This is the only event of the year that brings together all segments of the retail, CPG, and apparel industries to discuss internal and external IT and business process issues.

For more information or to register please visit www.retailsystems.com.

Retail Systems 2005 is organized by Retail Systems Alert Group. The VICS/Retail Systems Super Conference was developed in cooperation with the Voluntary Interindustry Commerce Standards (VICS) Association.

About Retail Systems Alert Group

Retail Systems Alert Group is a global research and events company that has followed the advancements of technology applications within the retail, CPG, and apparel industries for more than a decade. The company provides analysis and insight about a broad spectrum of issues and trends through publications, conferences and expositions, Internet services, special reports, and customized research. Retail Systems Alert Group has organized the annual Retail Systems Conference & Exposition, America's leading Retail IT and Supply Chain Event for more than 15 years. Retail Systems 2005 will be held May 24-26, at McCormick Place, Chicago, IL. For more information, visit www.retailsystems.com.

Retail Systems Alert Group is a trade name of Retail Systems B2B LLC, a Proximus Company.

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 retail supply chain. VICS members are key retail, manufacturing, and transportation companies whose highly influential executives collaborate to improve the future of the retail industry for all its participants.

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