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**University of Arkansas, VICS, GS1 US and CSCMP to Host
Fourth Annual RFID Forum October 25—26, 2011**

FAYETTEVILLE, AR — The RFID Research Center at the Sam M. Walton College of Business at the University of Arkansas, Council of Supply Chain Management Professionals (CSCMP), the Voluntary Interindustry Commerce Solutions (VICS) Association and GS1 US, today announced the Fourth Annual RFID Forum to be held October 25-26, 2011 in Fayetteville, AR. The Forum is open to all interested parties and will feature interactive sessions led by practitioners, academics and other industry experts.

Attendees of the RFID Forum will be welcomed by Joe Andraski, President and CEO of VICS, and Rick Blasgen, President and CEO of CSCMP. Mark Roberti, founder and President of RFID Journal will give the keynote address, which will be followed by an update on the VICS Item Level RFID Initiative (VILRI) from Bill Connell, Senior Vice President of Macy's and Co-Chair of the VILRI Communications and Outreach Committee. The event will also feature progress reports on the RFID projects at JCPenney, Hudson Bay Company and Macy's.

The RFID Forum will include a presentation on EPC Global by Gay Whitney of GS1 US, and a workshop on Academic Supplier ROI/Executive Education by Dr. Brent Williams,

David Cromhout and Justin Patton of the Walton College. Three sessions on industry issues by solution providers round out the event.

In addition to the educational programming, attendees to the RFID Forum will have the opportunity to visit the RFID Research Center lab and see the very latest developments in the industry. There will also be face-to-face meetings of the VILRI Advisory Board and working committees.

“The RFID Forum is an excellent opportunity to hear from some of the best minds in the industry and to network with retailers, suppliers, technology companies, consultants, academics and others. It has quickly turned into a ‘must attend’ event for everyone in the RFID community,” said Dr. Brent Williams of the Walton College.

“We are making tremendous progress with item level RFID and the Forum is a place where we can both inform our core audiences on the latest trends and hear from them about their experiences and insights. We’re looking forward to working with the University of Arkansas and CSCMP to make sure this is the best forum to date,” said Andraski of VICS.

“This forum will be of interest to any supply chain professional,” said Blasgen of CSCMP.

“We will be discussing how this exciting technology benefits those who embrace it as well as learning about the latest trends. In addition, attendees will have the opportunity to speak to both suppliers and users of item-level RFID, and share information and their own experiences. The event is focused on learning while driving the industry forward.”

Sponsors of the event include ADT/Tyco, Avery Dennison and Motorola. A limited number of sponsorships are available. Contact Burt Blanchard at Council of Supply Chain Management Professionals (630.645.3488 bblanchard@cscmp.org) for more information.

More information can be found at <http://cscmp.org/events/rfid/index.asp> or contact Jo Ann Fiordland of VICS (609.620.4567, jfiordland@vics.org) or Carlan Pine of University of Arkansas (479.575.4261, cpine@walton.uark.edu)

About University of Arkansas RFID Research Center

The **RFID Research Center** is the premiere academic RFID research center focusing on business case and business value of RF and other identification technologies. The center has been at the forefront of retail research in RFID since 2005, and has published seminal research on the business value of RFID with Walmart, Dillard's, JCPenney's, Bloomingdale's, and others. In addition, the center performs research focusing on defense, agriculture, aerospace and asset tracking. The RFID center maintains a functioning 15,000 square foot demonstration and testing facility for new RF technologies, oversees the ARC inlay testing and certification program, and is currently studying business value of RFID within the supplier and manufacturing communities in order to complete the RFID business value chain.

About CSCMP

Founded in 1963, the Council of Supply Chain Management Professionals (CSCMP) is the leading worldwide professional association dedicated to education, research and the advancement of the supply chain management profession. With approximately 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

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 bit 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.

About GS1 US

GS1 US, a member of GS1, is a not-for-profit organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, bar codes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org.

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