



FOR IMMEDIATE RELEASE

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**FINALISTS ANNOUNCED FOR THE 13TH ANNUAL VICS
COLLABORATIVE COMMERCE ACHIEVEMENT AWARDS**

Lawrenceville, NJ — The Voluntary Interindustry Commerce Solutions (VICS) Association today announced the finalists of the 2010 VICS Collaborative Commerce Achievement Awards, which identify and reward excellence in supply chain collaboration. Winners of the VICS Achievement Awards will be decided by votes of the VICS Board of Directors, which include many of the retail and CPG industry's top leaders.

The VICS Board of Directors presents the awards as part of the VICS Annual Conference. This year VICS has again joined with GS1 US to co-produce and present the U Connect Conference to be held June 7-10, 2010 at the JW Marriott San Antonio Hill Country Resort in San Antonio, TX.

The 2010 VICS Collaborative Commerce Achievement Awards honor outstanding companies for their strategic thinking and leadership that have resulted in more effective supply chain practices and partnerships. The awards, which will be presented in conjunction with the VICS Board of Directors' dinner on June 8, 2010, recognize the positive results of company-wide dedication to customer satisfaction that have made continuous improvements to the supply chain. The awards ceremony and banquet are once again sponsored by Hewlett Packard, and the reception before the ceremony is sponsored by Edifice.

2010 VICS Collaborative Commerce Achievement Awards Finalists

Retail Excellence

Macy's, Inc. - RFID Project
Macy's, Inc. – Assortment Improvement
Walmart Stores, Inc.

Supply Side Excellence

Jones Apparel Group, Inc.
Kimberly-Clark
Nestle Purina

VICS CPFR® Implementation Excellence

Best Buy - Best Buy Supplier Partners
Lowe's Companies—Stanley Black & Decker
Lowe's Companies – Whirlpool Corporation

Best Third-Party Provider

IBM
Motorola, Inc.
Schneider Logistics, Inc.

Sustainability Excellence

CHEP USA
Levi Strauss & Co
Target Corporation

Empty Miles Top Contributor

JCPenney Company
Macy's, Inc.
Schneider National, Inc.

“Even with the economic downturn we had a record number of nominations this year. All of them had one thing in common – they showed the innovative nature of the professionals in our business. The judges had to make some difficult decisions with such great nominations and in the end selected the top-of-the-top as finalists,” said Joe Andraski, President and CEO of VICS.

The VICS Board of Directors will also be announcing the 2010 winner of the prestigious **VICS Roger Milliken Lifetime Achievement Award**, which is presented to an individual who has demonstrated leadership through selfless support and utilization of GS1 and VICS Standards as well as standards committee participation. The 2009 Roger Milliken award was presented to Tom Cole, Vice Chairman of Macy's.

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.

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