



FOR IMMEDIATE RELEASE

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**FINALISTS ANNOUNCED FOR THE 14TH ANNUAL VICs
COLLABORATIVE COMMERCE ACHIEVEMENT AWARDS**

Lawrenceville, NJ — The Voluntary Interindustry Commerce Solutions (VICs) Association today announced the finalists of the 2011 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 industry awards will be presented at the VICs Collaborative Commerce Achievement Awards Dinner June 1, 2011 at the Orlando World Center Marriott. Hewlett Packard is once again sponsoring the awards and the banquet ceremony. The reception prior to the banquet is sponsored by National Retail Systems and the Awards Program is sponsored by IBM Corp.

The 2011 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.

2011 VICs Collaborative Commerce Achievement Awards Finalists

Retail Excellence

Best Buy
Macy's
QVC

Supply Side Excellence

Avon
Dell
Procter & Gamble

VICs CPFR® Implementation Excellence

Bloomingdale's & E.S. Klufft

QVC & Commerce Hub
Verizon Wireless & Samsung

Sustainability Excellence

Kimberly Clark
Macy's, Inc.
Walmart Canada

Empty Miles Top Contributor

Coyote Logistics
National Retail Systems

Best Third-Party Provider

epcSolutions
Manhattan Associates
Motorola & Avery Dennison

“We again had a record number of nominations this year, proving that great companies of all sizes continue to innovate. There were several stories of technology or process changes that resulted in dramatic cost savings or sales increases. The judges once again were forced to decide the best amongst many excellent nominations,” said Joe Andraski, President and CEO of VICS.

The VICS Board of Directors will also be announcing the 2011 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 2010 Roger Milliken award was presented to Timothy P. Smucker, Chairman of the Board and Co-CEO of The J.M. Smucker Company, and Danny Wegman, CEO of Wegmans Food Markets.

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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