



FOR IMMEDIATE RELEASE

May 19, 2008

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**FINALISTS ANNOUNCED FOR VICS COLLABORATIVE COMMERCE
ACHIEVEMENT AWARDS**

11th Annual Awards to be presented at the U Connect Conference in Dallas

Lawrenceville, NJ — The Voluntary Interindustry Commerce Solutions Association is pleased to announce that a record number of nominations for the VICS Collaborative Commerce Achievement Awards were received for the 2008 program. The Awards 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, sponsored by Hewlett-Packard, which cover several categories, each year 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 9 – 12, 2008 in Dallas at the Gaylord Texan Resort.

The 2008 VICS Collaborative Commerce Achievement Awards will honor outstanding companies for their strategic thinking and leadership, as well as the implementation of GS1 US standards and VICS collaborative commerce guidelines 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 11, 2008, recognize the positive results of company-wide dedication to customer satisfaction that have made continuous improvements to the supply chain. The ceremony is also sponsored by Hewlett Packard Corporation.

2008 VICS Collaborative Commerce Achievement Awards Finalists

Retail Excellence:

Dillard's Store Services, Inc.

Lowe's Companies, Inc.

Wegmans Food Markets

Supply Side Excellence:

Cadbury Adams
Procter & Gamble

CPFR® Implementation Excellence:

Avery Dennison/Office Max
Best Buy/Best Buy

Supply Chain Excellence:

Dillard's Store Services
GS1 Canada Item Centre
GS1 Canada RX2

Best 3rd Party Service Provider:

afterBOT, Inc.
Schneider Logistics, Inc.
United Parcel Service, Inc.

Best 3rd Party Technology Provider:

eBizprise
JDA Software Group
RSA: The Security Division of EMC

“This year our judges once again had a difficult task in selecting finalists from dozens of excellent entries. These finalists should stand proud to be chosen as leaders in the industry,” said Joe Andraski, president and CEO of VICS.

The VICS Board of Directors will also be announcing the 2008 winner of the prestigious **Roger Milliken Career 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 2007 Roger Milliken award was presented to Randy Mott, CIO of Hewlett Packard Corporation.

Awards finalists for each category will be notified prior to the U Connect Conference, and the winners will be announced at the June 11th event.

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.