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**UCCnet and Transora Finalize Unification and
Form New Company to be Known as 1SYNC™**

1SYNC to help industry maximize value of data synchronization

LAWRENCEVILLE, N.J., – August 15, 2005 – GS1 US™ today announced the completion of the process to unite UCCnet and Transora, two leading providers of data pool services. The new, combined company, called 1SYNC, will operate as a not-for-profit subsidiary of GS1 US, formerly the Uniform Code Council, to more effectively help companies realize the value of data synchronization through the Global Data Synchronization Network (GDSN).

1SYNC will be headquartered in Lawrenceville, New Jersey, with offices in Chicago, and will be led by Bob Noe, former Transora chief executive officer.

“1SYNC will help trading partners better work together to arrive at a single data synchronization solution,” said Noe. “By combining the experiences of both companies and by collaborating with trading partners, Solution Partners and other GDSN data pools, we can help everyone realize value sooner and better avoid bottlenecks that result from inaccurate information that exists throughout the supply chain.”

The new organization offers subscribers a variety of cost effective data synchronization solutions and supports them with an experienced team of data implementation experts. 1SYNC represents more than 4,000 companies, including leading manufacturers and retail organizations in the alcohol and beverage, automotive, entertainment, grocery, hardlines, healthcare, and office products industries.

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“This is a landmark day for the data synchronization industry and the global e-commerce marketplace,” said Miguel Lopera, CEO of GS1 and GS1 US. “As a customer-driven organization, we are answering the request of our community to make data synchronization easier to implement to help deliver mass market adoption and efficiencies. This foundation will prepare our customers to reap the benefits of emerging e-commerce initiatives, such as the Electronic Product Code™ (EPC).”

Data that is accurate and synchronized among multiple trading partners is a cornerstone in the vision of the GDSN and the GS1 Global Registry™, a single source location for companies to share and synchronize data around the world. It is expected the combined organization will help accelerate adoption and usage of the GDSN worldwide.

Further, EPC technologies and the EPCglobal Network™ will complement GDSN data with dynamic information about items as they move through the supply chain. When combined, data synchronization and EPC technologies will help companies to be more effective and to deliver business and consumer benefits such as safer drugs, fresher produce and eliminate theft and counterfeiting in the supply chain.

The new organization operates in the United States, Europe, Mexico and South America and represents subscribers from leading retailers and manufacturers, including: Ace Hardware, Coca-Cola, Colgate Palmolive, E J Gallo, Gillette, Hormel Foods, Johnson & Johnson, Kraft, Kroger, Lowe’s, Nestlé, Office Depot, Paramount, Pep Boys, PepsiCo, Procter & Gamble, Sara Lee, Staples, SUPERVALU, Unilever, Wal-Mart, and Wegmans Food Markets.

About 1SYNC

1SYNC™ is a newly-formed subsidiary of GS1 US™, formerly the Uniform Code Council. It was formed by the combination of UCCnet and Transora, two Global Data Synchronization Network (GDSN) -certified data pools. 1SYNC offers a range of data synchronization services that enable the elimination of costly data errors, increased supply chain efficiencies, and the advancement of next-generation technologies like Electronic Product Code™ (EPC). GS1 US is a not-for-profit member organization of GS1, formerly EAN International, and is dedicated to the development and implementation of standards-based, global supply chain solutions. 1SYNC is headquartered in Lawrenceville, New Jersey. Visit www.1SYNC.org for more information.