



Major Manufacturers Join 1SYNC™ Data Pool Multi-Sector Initiative Continues Progress

For Immediate Release

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Chicago, Illinois , August 28, 2006—As evidence of the continuing progress of the data synchronization initiative, 1SYNC, a leading Data Pool and provider of data synchronization services, today announced that 300 new customers have joined the 1SYNC customer community since January 2006. The new companies join 46 major retailers and nearly 4,000 manufacturers and distributors in the consumer package goods, grocery, general merchandise, hardlines, and office supplies sectors.

Some of the new leading manufacturers to join the 1SYNC community, among others, include:

- Canon U.S.A., Inc., a leading provider of consumer, business-to-business and industrial imaging solutions
- Coty, Inc., one of the world's largest and most successful beauty companies, encompassing fragrance, color cosmetics, and skincare products
- McCain Foods, the world's largest maker of french fries and other potato products
- Roche Diagnostics, the world's leading provider of diagnostic systems and decision-oriented health information for the healthcare industry

Bob Noe, the CEO of 1SYNC, said, “As major manufacturers continue to join this effort, it confirms the business case that data synchronization provides value to retailers and manufacturers alike. By working together to achieve end-to-end supply chain accuracy, the industry will be able to reduce costs and delays. Most importantly, it will help them deliver to consumers the ‘perfect retail’ experience by providing the end consumer the product when needed.”

An industry pioneer of data synchronization, 1SYNC is a certified Data Pool in the Global Data Synchronization Network (GDSN). The GDSN is a global, multi-sector initiative that enables companies to connect and communicate with their trading partners and improve the accuracy and efficiency of their collaboration. Using certified Data Pools such as 1SYNC, companies register and synchronize supply chain information through the GS1 Global Registry™, which serves as a centralized information repository. The elimination of informational inaccuracies helps companies achieve a wide range of business benefits, including reductions in out-of-stocks, mis-shipments, purchase order/invoicing errors, and transportation costs.

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About 1SYNC

1SYNC™ is a newly-formed subsidiary of GS1 US™. The company is the combination of Transora and UCCnet, two Global Data Synchronization Network (GDSN)-certified Data Pools. 1SYNC offers a range of data synchronization services that eliminate costly data errors, increase supply chain efficiencies, and promote the advancement of next-generation technologies, such as the Electronic Product Code™ (EPC). GS1 US is a not-for-profit member organization of GS1 and is dedicated to the development and implementation of standards-based, global supply chain solutions. 1SYNC is headquartered in Lawrenceville, New Jersey with offices in the U.S., Brazil, and UK. Visit www.1SYNC.org for more information.