



Data Synchronization Initiative Extends Reach to Mid-Size Retailers

*Associated Grocers Selects 1SYNC™ Data Pool
to Improve Supply Chain Collaboration*

For Immediate Release

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LAWRENCEVILLE, NEW JERSEY, January 12, 2006—Continuing the expansion of data synchronization beyond large organizations, the 1SYNC Data Pool has announced the addition of another mid-size retail company to its community of users. The organization announced today that Associated Grocers, Inc., a leading grocery distribution company in the Southeast, has selected 1SYNC to provide data synchronization services. Under the agreement, 1SYNC will work with Associated Grocers to initially focus on item management, with plans to synchronize price and promotion data in the future.

Headquartered in Baton Rouge, Louisiana, Associated Grocers serves nearly 250 independently owned and operated retail outlets in Louisiana, Texas, Mississippi, Alabama, and Arkansas and is the area's largest distributor of wholesale and retail groceries. The 55-year old grocery retailer/distributor turned to 1SYNC's data synchronization technology to reduce information errors and improve the accuracy of supply chain data that is communicated between manufacturers, Associated Grocers, and its member stores.

Steven A. Miller, the Senior Vice President of Strategic Planning, Projects and Information Services for Associated Grocers said, "Working with 1SYNC, we believe that data synchronization will eliminate discrepancies in our buying system, enhance the quality of the information, and improve the way we communicate and conduct business with our suppliers. Most importantly, this initiative will automate another step in the supply chain, which will allow us to continue to provide the highest accuracy and customer service to the independent retailers we serve."

Collectively, 1SYNC's customers include over 4,000 manufacturers, distributors and retailers from the grocery, hardlines, alcoholic beverage, consumer package goods, and office supplies sectors. Commenting on the expansion of data synchronization beyond large organizations, Bob Noe, the CEO of 1SYNC stated, "Inaccurate data impacts companies of every size, as evidenced by the diversity of companies that are getting involved in this initiative. The addition of Associated Grocers and over a dozen other retailers in the past year shows that mid-size companies are now recognizing that data synchronization can produce real benefits for their businesses."

Research and case studies have shown that data that is incorrect, out-dated, or not compliant to industry-accepted standards can create a domino-effect as products move from the manufacturer to the distributor to the retailer. Retailers and suppliers have found that data synchronization produces a number of significant benefits, including: lowered logistics costs; reductions in retail out-of-stocks due to shipping errors; greater speed-to-market for new product introductions; and a reduction in the time and money spent correcting order and invoice errors.

Pioneered by 1SYNC in the late 1990's, data synchronization is a worldwide initiative that is facilitated through the Global Data Synchronization Network (GDSN). Certified data pools, like 1SYNC, are connected to the network through the GS1 Global Registry™, which serves as an electronic repository for product information and physical business/retail locations. Using a validation process, information is checked for accuracy and compliance to industry standards. The accurate and up-to-date information can then be communicated to any other company within the GDSN, eliminating the unnecessary costs and delays previously associated with “bad” data.

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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, France, Mexico, and UK. Visit www.1SYNC.org for more information.