



Press Release

Major Breakthrough in Europe for the Adoption of Global Standards: METRO Group, Nestlé, Procter & Gamble go live with Global Data Synchronization Network (GDSN) via SINFOS and 1SYNC™

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Cologne, Chicago, December 14th, 2006 – The Metro Group, Nestlé Europe and The Procter & Gamble Company announced today that they are now exchanging item data through the Global Data Synchronization Network (GDSN). This capability between The Metro Group, a customer of SINFOS, a GDSN-certified Data Pool, and both Nestlé Europe and Procter & Gamble, customers of the GDSN-certified 1SYNC Data Pool, is based on GDSN standards and ensures full compliance with business requirements of the retailer community in Germany and Finland. The functionality also allows all manufacturers utilizing 1SYNC to reach any of the retailers using SINFOS in Germany and in Finland. This collaboration between the parties involved will soon be rolled out to other countries where SINFOS operates.

Hanjoerg Lerch, Department Manager Master Data & Global Standards, METRO Group Buying International said, “METRO Group is satisfied with the outcomes of the piloting and expresses confidence that global and local item synchronization will grow together in daily business from hereon.”

This collaboration is a breakthrough for the GDSN. It confirms the adoption of standards in Europe, and also provides the ability to rollout GDSN to non-European countries, making this model truly global. The main challenge of this effort was to apply the emerging GDSN standards while still supporting all the business requirements of European countries such as Germany and Finland.

Commenting on these results, the chairman of the initiative, Saliha Barlatey, Nestlé Europe, said, "This is a major breakthrough in global data synchronization for our industry, starting with all the parties involved in this initiative. We still have some steps to take. However, we have demonstrated that through every Company's commitment and leadership the Global Commerce Initiative's GDS Vision can become reality."

The two Data Pool providers jointly defined a GDSN extension message that describes all country and category specific attributes, including the related validation process, which ensures comprehensiveness and data accuracy to retailers. The message choreography also includes the use of the Publication / Subscription mechanism through the Global Registry. The technical inter-operability connection has been put into a smooth and seamless migration process, which ensures business continuity to all the trading partners.

Milan Turk, Director of Global Consumer e-business at Procter & Gamble adds, “Functioning interoperability between 1SYNC and SINFOS is a significant breakthrough for GDSN. This project establishes a foundation for trading partners to capture data synchronization value around the world.”

Starting in December 2006, Nestlé in Germany and in Finland and Procter & Gamble in Germany will move product information category by category into the new GDSN connection workflow.

Rolf Stark, CEO of SINFOS GmbH, said, “Going live with this GDSN connection with 1SYNC is a milestone in the field of global data synchronisation. On one hand we leverage the achievements of global standards as recommended by GS1 and at the same time we ensure ongoing business for the community of SINFOS retailers. We look forward to extending this connection with 1SYNC into other SINFOS countries such as Austria, Poland and Russia. SINFOS suppliers are now eager to connect with 1SYNC retailers.”

1SYNC CEO, Bob Noe, comments, “With this SINFOS connection and our recently announced connection with GS1 France, we have a strong foundation in the European market for global data synchronization. We will continue to work towards providing our customers with opportunities to seamlessly exchange data around the globe.”

About SINFOS

SINFOS GmbH has been operating professional item synchronisation services for more than 10 years. Shareholders are Pironet NDH AG and GS1 Germany GmbH. The SINFOS master data portal is currently used by about 2,500 companies in over 10 European countries, thus permitting global item synchronisation in accordance with the global GS1 standards for GDSN (Global Data Synchronisation Network). A wide range of value added services ensures fully integrated solutions along all business processes in the supply chain. Worldwide, SINFOS represents German and European interests in item synchronisation. To this end the company collaborates in global initiatives such as GS1’s Global Standard Management Process (GSMP). For more information please visit www.sinfos.org.

About 1SYNC

1SYNC™ is a newly formed subsidiary of GS1 US™. 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.