



FOR IMMEDIATE RELEASE

**1SYNC Data Pool Certified for GDSN Price Synchronization**  
*New capability brings increased supply chain efficiencies to trading partners*

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**Lawrenceville, NJ/Chicago, IL, September 26, 2007** — 1SYNC™ has announced the availability of a new 1SYNC Data Pool Solution to support the recently approved Global Data Synchronization Network™ (GDSN) price synchronization standard. This new standard was introduced by the GDSN to help suppliers, distributors, and retailers reduce invoice discrepancies, improve order accuracy, and introduce new products faster by automatically synchronizing price information.

"Having the 1SYNC Data Pool Solution support the new GDSN price standard will increase the capabilities between trading partners which leads to stronger relationships," said Bob Noe, Chief Executive Officer, 1SYNC. "We worked with our customers to validate the new standard and they are now preparing to incorporate price synchronization into their business process, which will accelerate the commercial value of their data synchronization investment."

In both the US and European markets, 1SYNC customers, including The Coca-Cola Company (KO), PepsiCo (PEP), The Procter & Gamble Company (PG), and SUPERVALU Inc. (SVU), participated in the pilot in order to understand and test the GDSN price synchronization capability within their businesses. They successfully exchanged accurate pricing information with their trading partners and the pilot confirmed that the standards meet the business needs of these 1SYNC customers.

"We are looking forward to streamlining our business processes by using 1SYNC's GDSN price solution," said John Phillips, VP Customer Supply Chain & Logistics, PepsiCo. "Having this capability will enable us to have a single connection to exchange price information with our customers instead of managing several custom connections."

This is a big step forward for the industry. In addition to dimensions, descriptions, and other product attribute information, customers can use the 1SYNC Data Pool Solution to ensure accurate pricing information is synchronized and integrated with their trading partners.

**About 1SYNC**

1SYNC™, a not-for-profit subsidiary of GS1 US™, 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). 1SYNC is headquartered in Lawrenceville, New Jersey with offices in the US, Brazil, and UK. GS1 US, a member organization of GS1, is dedicated to the development and implementation of standards-based, global supply chain solutions. Visit [www.1SYNC.org](http://www.1SYNC.org) for more information.

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