



GS1 Canada & 1SYNC™ Enter Strategic Alliance to Provide North American Data Synchronization Services *GS1 Canada to use GDSN-certified 1SYNC Data Pool Platform*

For Immediate Release

Contact: Eileen Mac Donald, GS1 Canada, +1 800.567.7084, eileenmacdonald@gs1canada.org
David Garcia, 1SYNC, +1 312.463.4345, dgarcia@1SYNC.org

Chicago, IL Oct 4, 2006: GS1 Canada and 1SYNC today announced their decision to enter a strategic alliance to accelerate the adoption of the Global Data Synchronization Network (GDSN) across North America. This alliance will drive the North American GDSN adoption for sectors such as Hardlines, Mass Merchandise, Electronics, and Office Products by utilizing the 1SYNC Data Pool Solution.

This strategic alliance will help maximize the value of data synchronization for trading partners. Canadian suppliers, who need to synchronize data with U.S.-based retailers immediately, will be able to use the 1SYNC Data Pool platform. This collaboration will also help promote continued North American data synchronization implementation and leverage the GS1 Canada offerings to the U.S. market.

Commenting on this strategic alliance, Ron Gilbert, Director of Merchandising Systems, Wal-Mart, U.S. said, “We are delighted with this announcement. This alliance is a win-win situation for all concerned as we will be able to synchronize with our Canadian suppliers through the GDSN and, ultimately, improve trading partner relationships and lower trading partner costs.”

GS1 Canada will continue to provide data synchronization solutions using ECCnet Registry, Canada’s national product registry, for over 3,000 companies in the Grocery, Foodservice, and Pharmacy sectors. As part of this alliance, GS1 Canada is expanding its implementation services to its user community.

“Our objective with this strategic alliance is to help our customers maximize the value of their data synchronization investments and to provide them with excellent service. North American companies will now have a clear path for all their synchronization requirements, enabled through the 1SYNC Data Pool platform. This collaborative approach will not be hindered by the U.S. – Canada border,” said Arthur Smith, CEO, GS1 Canada.



Commenting on this strategic alliance, Bob Noe, CEO, 1SYNC said, “Our aim with this alliance is to accelerate and promote the adoption of the GDSN across North America. This collaboration between GS1 Canada and 1SYNC strengthens our ability to maximize the value of data synchronization for trading partners by allowing for the seamless exchange of supply chain data across North America.”

About GS1 Canada

GS1 Canada is a not-for-profit organization that promotes and maintains global standards for the identification of goods, locations, and related e-commerce communication, such as bar code issuance and maintenance. GS1 Canada is the only authorized source for globally unique company prefixes in Canada, a standard term and condition of trade globally. It provides a range of educational opportunities, maintains ECCnet Registry, Canada’s national product registry, and offers one-stop access to product images and dimensional data. As technologies like Electronic Product Code™/Radio Frequency Identification (EPC/RFID) continue to drive the e-commerce revolution, GS1 Canada will provide the leadership to help ensure that Canadian companies can participate competitively. For more information, visit www.gs1ca.org.

About 1SYNC

1SYNC™ is a newly formed not-for-profit subsidiary of GS1 US™ (formerly the Uniform Code Council, Inc). 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). 1SYNC’s experienced customer community encompasses nearly 3,500 companies, including over 45 major retailers. The 1SYNC Data Pool solution services a wide variety of industries, including grocery, alcoholic beverages, consumer package goods, office supplies, and entertainment. 1SYNC is headquartered in Lawrenceville, New Jersey with offices in the U.S., Brazil, and UK. Visit www.1SYNC.org for more information.