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27 August 2009

Re: Reporting of GDSN Data Pool Subscriber Information

ALL GDSN CERTIFIED DATA POOLS

Dear GDSN Certified Data Pool:

As a result of the GS1 Organisational Effectiveness process GDSN, Inc. has been asked by GS1 Management to report a new Key Performance Indicator (KPI) to the GS1 Management Board.

GS1 is asking if the total number of GTINs and GLNs in a GDSN Certified Data Pool database and the total number registered in the production environment of the network could be tracked to become a new KPI trending GDS network activity. This will help forecast and monitor regional to global implementation of GDSN both inside and outside of the GDSN Global Registry. Secondly, it will help GS1 GDSN understand trends so that we can best meet the needs of the data pool and user community.

Historically the annual GDSN Certified Data Pool Audit captures the total number of GTINs and GLNs that each individual Data Pool stores in its database. GDSN, Inc. then calculates to ensure compliance with the certification operational criteria. This information has been maintained in a confidential manner. This information will be reported in an aggregate manner so that no individual data pool information will be discernable in the reporting of the new KPI.

We plan on creating a report on existing data and presenting it to GS1 management the coming 60 days. In the future, data collected via the annual GDSN Data Pool Audit will be used to generate future reports.

If you have any questions or comments please contact Alan Hyler at alan.hyler@gs1.org.

Kind regards,

A handwritten signature in black ink, appearing to read 'Sally A. Herbert'.

Sally A. Herbert
President, GS1 Standards and System Development
President, GS1 GDSN, Inc.

cc: Miguel Lopera, GDSN Inc. Board of Directors

