



PRESS RELEASE

For more information, please contact
Jan Denecker at +3227887800
e-mail jan.denecker@gs1.org

GS1 GDSN introduces new price synchronization standard *New standard will help companies further reduce supply chain costs*

BRUSSELS, Belgium and PRINCETON, U.S.A - 12 July 2007: GS1, the global standardization body, today announced a new standard that will make it possible for trading partners to further reduce supply chain costs by synchronising price information through the Global Data Synchronisation Network (GDSN).

The Business Message Standard (BMS) for Price Synchronization in the GDSN will help companies reduce, non-quality orders and invoice deductions which result from inaccurate pricing information. A significant number of retailers and suppliers with global reach such as Tesco, SuperValu, Carrefour, Procter & Gamble, Lavazza, Georgia Pacific / Vania, L'Oréal and MasterFoods participated in testing and validating the requirements for this standard.

Industry studies have indicated that greater financial return is achieved as companies expand the scope of data synchronization and collaboration. The price synchronization standard is a continuation of GS1 standards that have been developed to help companies across the global supply chain to:

- provide standardised, reliable data for effective business transactions in both local and global markets
- ensures that trading partners work in a standardised way, reducing duplicate systems and processes
- ensures that item data is consistent between trading partners
- validates accuracy of data against standards and business rules
- ensures that trading partners classify their products in a unique, standardised way (Global Product Classification)

Cont.



“Over 10,000 of the world’s leading retailers and suppliers have already made the Global Data Synchronisation Network a cornerstone of their successful electronic business practice. The GDSN and data synchronization standards ensure that trade item information about a product – such as dimensions, descriptions, GTIN, and now also price – are accurate across trading partner systems at any given point in time. “, says Sally Herbert, President of GS1 GDSN.

-- END--

Notes to the Editor:

About GS1 and GS1 GDSN Inc.

GS1 is a leading global organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency & visibility of the supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world. For more information on GS1, please visit: www.gs1.org .

GS1 GDSN, Inc. is a subsidiary of GS1 managing the Global Data Synchronisation Network™ (GDSN). The GDSN is an internet-based, interconnected network of interoperable data pools and a global registry (the GS1 Global Registry™) that enable companies around the globe to exchange standardised and synchronised supply chain data with their trading partners. For more information, please visit: <http://www.gs1.org/gdsn>