



The global language of business.

For Immediate Release

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Eric Decroix Named Chief Marketing Officer of GS1 *Global standards organisation adds marketing expert to leadership team*

BRUSSELS, BELGIUM/LAWRENCEVILLE, NJ, June 20, 2006 –

GS1, the organisation that develops global standards for the identification of goods and services across supply chains, has announced the recent arrival of Eric Decroix in the position of Chief Marketing Officer. Eric began in this role at GS1 on June 19, 2006.



Eric, a Belgian national, brings to GS1 significant experience in marketing and communication.

He spent twelve years at Procter & Gamble, where a successful career path brought him to the position of Marketing Director. He also held the positions of Marketing Director of the "GB" retail chain in Belgium; Chairman and Managing Director of Ogilvy & Mather Belgium (advertising and communication agency); and Managing Director of Produpress, a publisher of magazines.

Most recently, Eric was Managing Director of Editeco, the publisher of Belgium's financial newspaper "L'Echo," where he succeeded in restoring circulation growth after more than five years of continuous decline and oversaw the restructuring plan that optimized synergies with the newspaper "De Tijd."

Miguel A. Lopera, President and Chief Executive Officer of GS1, says, "*Throughout his career, Eric Decroix has repeatedly demonstrated his ability to create and implement successful marketing and communication programs, in both multinationals and local companies in a variety of sectors and environments. I am very pleased that he is joining our Leadership Team. His expertise will allow us to significantly strengthen awareness of the GS1 brand and offer among all our targets.*"

Eric has a degree in Business Management from Brussels University (Belgium) and completed the Advanced Management Program at INSEAD (France). He speaks fluent English, French and Dutch. Eric will be based at GS1's Global Office in Brussels, Belgium and will report to Miguel A. Lopera.



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About GS1

GS1 is a not-for-profit organisation dedicated to improving the efficiency and visibility of supply and demand chains, globally and across sectors. GS1 is the global language of business.

Our diversified portfolio of products, solutions and technologies includes the GS1 System of standards (the most widely used standards system in the world) as well as GS1 BarCodes, GS1 eCom, GS1 GDSN, GS1 EPCglobal and Traceability. GS1 also offers a wide range of services, including training, certification, technical support, and implementation advice.

GS1 operates in more than 20 industries and sectors in 104 countries, and addresses all aspects of the supply chain, enabling a million companies of all sizes to execute more than five billion transactions a day.

Formed in 2004 from the joining together of EAN International and the Uniform Code Council, Inc (UCC), GS1 is truly global, with Headquarters in Brussels (Belgium) and Princeton, New Jersey (USA).

For more information, visit www.gs1.org