



PRESS RELEASE – FOR IMMEDIATE RELEASE

Supply Chain Leaders Recognized with 1SYNC Power of 1 Awards

- Dot Foods, Kraft, Lowe's, P&G, and Walmart receive awards for achievements in data quality, data synchronization adoption, and innovation initiatives
- Wegmans CEO receives 1SYNC Compass Award

Lawrenceville, NJ (June 9, 2011) – 1SYNC announced the first recipients of its Power of 1 awards last week at U Connect LIVE, the annual supply chain conference. The winners were Dot Foods, Kraft Foods, Lowe's Companies, Inc., The Procter & Gamble Company, Wal-Mart Stores, Inc., and Danny Wegman, chief executive officer of Wegmans Food Markets.

The awards were presented at a special reception by 1SYNC, the data pool with the most active participants in the GS1 Global Data Synchronization Network (GDSN). Thousands of companies use the GDSN to share data for millions of products on a standards-based, open platform, improving efficiency and data accuracy.

"The 1SYNC Power of 1 Awards are given to those organizations that have made the greatest contributions to the community of trading partners through their data synchronization and product-data-management initiatives," said Bill Voltmer, president of 1SYNC. "We are recognizing both data-source and data-recipient organizations for their outstanding achievements in improving data quality and driving data synchronization adoption, as well as one organization and one individual for their outstanding innovation and exceptional leadership."

The 1SYNC Power of 1 Award recipients are:

Data Quality (Source Company): **Kraft Foods**, which has played an instrumental role in raising the level of awareness and importance around data quality by executing a data certification program that ensures that accurate, clean data is used throughout all of its internal systems. In addition to these internal efforts, the company successfully promotes the use of its GDSN data with its trading partners externally.

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Data Quality (Recipient Company): **Walmart**. To improve data quality, Walmart continues to analyze ways to measure the completeness and the accuracy of the data it is receiving from suppliers. In doing so, the company provides shared visibility of these results with their trading partners with the implementation of their Data Accuracy Scorecard.

Adoption (Source Company): **Procter & Gamble** has active GDSN standards based, data synchronization activities in more than 28 countries with more than 120 trading partners. These GDSN connections represent more than 400,000 items synchronized globally across multiple industry verticals as part of P&G's strategy for accurate product information to all trading partners.

Adoption (Recipient Company): **Lowe's** is one of the most widely connected retailers in the world. Executing 97 percent of all item setup and maintenance via the GDSN, it is one of just a few retailers relying almost exclusively on the GDSN for new-item setup. Through education and trading partner collaboration, Lowe's almost singlehandedly moved an entire class of trade to adopt the GDSN as the method of exchanging item information helping the industry to begin realizing the benefits of using accurate trading partner data.

Innovation: **Dot Foods**, which has paved the way in the development of an industry answer to an industry problem. The company was the first recipient to accept GDSN data in the foodservice industry, and has taken the lead in pilots to prove the successful use of GDSN data to meet item information needs in foodservice. It is now using all of the data received through the GDSN to populate the Dot Expressway, the first place customers go for product information, pricing and placing orders.

1SYNC Compass Award: **Danny Wegman**, who has demonstrated exceptional leadership and made significant contributions to the overall success of the GDSN. Wegmans is connected to 1,100 suppliers and has synchronized over 138,000 GTIN hierarchies. These results are largely due to Wegman's strategic foresight of placing full-time resources and support teams in place to support data synchronization efforts, and increase overall collaboration with trading partners.

About 1SYNC™: 1SYNC™, the data pool with the most active participants in the Global Data Synchronization Network® (GDSN®), is dedicated to the implementation of standards-based, global supply chain solutions. The 1SYNC community currently consists of 50 leading retailers and more than 5,000 suppliers worldwide. These implementations comprise data for more than 5 million items synchronized in the GDSN. 1SYNC offers a robust, easy-to-use solution that can reduce costly data errors and increase supply-chain efficiencies for companies of all sizes. For more information, visit www.1SYNC.org.

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