



PRESS RELEASE

Foodland Rapidly Implements Price Synchronization *1SYNC's Price and Promotion Solution Improves Supply Chain Efficiencies*

For Immediate Release

Media Contacts:

Varsha Anand, 1SYNC, +1 312.463.4018, vanand@1SYNC.org

Princeton, NJ February 20, 2008: Hawaii's largest grocery store chain, Foodland Super Market, today announced that it is successfully synchronizing price and promotional data with Coca-Cola bottlers in order to achieve key supply chain benefits.

Utilizing the 1SYNC Price & Promotion Management solution, Foodland was able to implement price and promotional data synchronization quickly and easily.

"In addition to the relative ease of implementation, one of the key benefits of 1SYNC's solution has been the significant reduction in invoice discrepancies," Ryan A. Yonamine, Program Director for Data Synchronization at Foodland Super Market, said. "This reduction in errors has provided cost and time savings not just for Foodland, but for all of the supply chain partners involved."

Using this technology allows trading partners of all sizes to reap numerous benefits, including elimination of paper-based processes, a reduction in the number of invoice errors caused by manual and handwritten entries, and improved order accuracy and processes leading to faster check-in and time to market.

"Foodland's experience with price and promotion data synchronization is a great example of the advantages of trading partner collaboration," Bob Noe, CEO of 1SYNC said. "By working together, Foodland and Coke are both seeing the tangible benefits of sharing synchronized price and promotion data including fewer invoice errors, faster time to market and, of course, cost savings."

This implementation proves that a retailer can successfully utilize the 1SYNC Price and Promotion Management solution to electronically exchange price information with their trading partners, including those with multiple store locations. In addition, the Coca-Cola bottlers were able to leverage existing product information within the Price and Promotion Management solution in order to meet Foodland's information requirements.

Over the next year Foodland plans to continue to roll out this solution to its multiple locations, while also synchronizing price information with additional trading partners.

About Foodland Super Market

Foodland Super Market is Hawaii's largest grocery store chain with nearly 30 stores spread across the islands operating under the Foodland and Sack N Save banners. The chain was founded by Irishman Maurice Sullivan more than 50 years ago.

About 1SYNC

1SYNC™, a not-for-profit subsidiary of GS1 US™, 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 is headquartered in Lawrenceville, New Jersey with offices in the US, Brazil, and UK. GS1 US, a member organization of GS1, is dedicated to the development and implementation of standards-based, global supply chain solutions. Visit www.1SYNC.org for more information.