



FOR IMMEDIATE RELEASE

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THE COCA-COLA COMPANY'S J. ALEXANDER M. "SANDY" DOUGLAS, JR. ELECTED CHAIRMAN OF GS1 US BOARD OF GOVERNORS

*President of Coca-Cola North America, a Champion of Collaborative Commerce and
Global Standards, To Carry GS1 US Vision Forward*

LAWRENCEVILLE, NJ (December 11, 2007) – GS1 US, a not-for-profit organization dedicated to the adoption and implementation of standards-based global supply chain solutions, has announced the election of J. Alexander M. "Sandy" Douglas, Jr., President of Coca-Cola North America, to the position of Chairman of the Board of Governors. He takes over the position held since 2003 by Danny Wegman, Chief Executive Officer of Wegmans Food Markets, Inc. Mr. Wegman will remain a member of the GS1 US Board of Governors.

“Sandy is a widely respected champion of global standards and innovation and he is uniquely qualified to take GS1 US to the next level,” Danny Wegman, outgoing Chairman of GS1 US said.

Prior to his appointment as President of Coca-Cola North America in 2006, Mr. Douglas served as Senior Vice President and Chief Customer Officer of The Coca-Cola Company.

Mr. Douglas serves on the Boards of Radiant Systems, the East Lake Foundation, and the YMCA of Metro Atlanta. He also serves on the Board of the American Beverage Association and the Industry Affairs Council of the Grocery Manufacturers Association.



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“Danny has created a great vision for the future, promoting collaborative commerce as a means to eliminate disruptions in the supply chain and allow partners to focus on the consumer and growing sales. GS1 US is a key enabler of this vision through standards-based solutions. I look forward to serving this organization as they carry this vision forward in the retail industry and expand to other sectors that can benefit from the same vision,” Mr. Douglas said.

“Sandy Douglas brings not only a wealth of experience, but also a proven track record of vision and leadership,” said Miguel A. Lopera, Chief Executive Officer of GS1 US. “We look forward to Sandy’s leadership as we strive to achieve widespread adoption of collaborative commerce from global companies to small, local enterprises and continue to develop standards-based solutions that will allow all industries that we serve to streamline operations and collaboratively grow their businesses.”

About GS1 US

GS1 US Inc. is a not-for-profit organization dedicated to the adoption and implementation of standards-based, global supply chain solutions. GS1 US operates subsidiaries EPCglobal North America™, RosettaNet, and 1SYNC™. GS1 US manages the United Nations Standard Products and Services Code (UNSPSC®) for the UN Development Programme. GS1 US-based solutions, including business processes, XML standards, EDI transaction sets, and the bar code identification standards of the GS1 System are currently used by more than one million companies worldwide. For more information, visit www.GS1US.org.

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