

JOINT PRESS STATEMENT

DECEMBER 2009

**GS1net and Master Data Management gets easier as
ECN Group partner with Innovit.**

The ECN Group are a licensed reseller for Innovit's iICE solution in New Zealand.

Innovit, a leading provider of software solutions for Product Information Management (PIM) and Master Data Management (MDM), have partnered with The ECN Group as an agent in New Zealand to re-sell Innovit's iICE solutions for GS1net and Master Data Management.

New Zealand's grocery, liquor, and hardware industries have recently adopted GS1net as the platform and standard to support the synchronisation of product and price catalogues with their suppliers. Over the past 12-months, retailers such as Mitre 10 and Foodstuffs have advised their suppliers that they need to load their catalogues onto GS1net and become GS1net Ready.

ECN Group, New Zealand's largest B2B messaging company have selected Innovit as a partner to provide their customers with a range of 'certified for GS1net' middleware tools. Innovit's iICE Validator for GS1net, has been widely used by suppliers in Australia and New Zealand as a way to more easily validate and load GS1net product catalogues.

"We have noticed that the adoption of GS1net by companies in New Zealand has been exceptional," said Innovit Marketing Manager Mr Robert Durrant. "Suppliers in NZ see the challenges that are involved in building, validating and sustaining product/price catalogues on GS1net. Very quickly companies such as Steel & Tube, PZ Cussons, Colgate, Firth, and Horticom recognize how 'certified' middleware tools remove many of the difficulties faced when supporting the GS1 standard, as well as supporting the complex loading/publication process on GS1net"

Michelle Newsome ECN EDI specialist explained that many retailers and suppliers already use ECN to facilitate EDI trading partnerships and it would become a natural extension to use ECN to become GS1net Ready. "We have had a number of enquiries from our customers already asking ECN for advice on this. Now, using Innovit's iICE Validator for GS1net software, retailers and their supplier base can quickly implement a sustainable solution that enables "rapid compliance" with GS1net" said Michelle.

About Innovit

Innovit is a leading provider of Product Information Management (PIM) and Master Data Management (MDM) systems. Innovit specialises in delivering software solutions that manage 'product master data' for retailers, distributors, and manufacturing suppliers. With Innovit solutions, users can manage and synchronise product data across the many information systems and business processes across their organisation. Innovit's iICE products are also designed to support industry data synchronisation initiatives including GS1net, NPC and 1SYNC.

By delivering data integrity, data accuracy, and data consistency to users, 90% of transaction processing errors can be eliminated, and data maintenance costs can be reduced by up to 80%.

For more information on the iICE Product Data Management suite of products, please visit Innovit's corporate web site at www.innovit.com.

About the ECN group

ECN is a wholly owned subsidiary of NZ Post. It is an IT company specialising in Business Process Management and Messaging in the border security and retail supply chains. See www.ECNgroup.co.nz for more details.

- ENDS -

