

Press Release

Bizcaps Pty Limited
ABN 86 108 329 157
www.bizcaps.com

Ph: 61 2 9571 9722
Fx: 61 2 9225 9200

Suite 16, Jones Bay Wharf
Pyrmont NSW Australia 2009



FOR IMMEDIATE RELEASE

Date: 0900: 07 April 2008

Contact: Rob Clifton-Steele, 02 9571 9722 [rob.clifton-steele@bizcaps.com]

BIZCAPS MIGRATES 55 CLIENTS AND 11,000 GTINS TO GS1NET™

Bizcaps today uploaded its 55th client to GS1net™. These clients account for more than 11,000 GTINs (Global Trade Item Numbers), the globally-unique number used to identify trade items, products, or services.

GS1net is a product data pool from which retailers can access accurate and synchronised supplier product and price information that meets agreed international industry standards. GS1net will comply with a set of global data synchronisation network (GDSN) standards, which provide an international structure for the exchange of data between trading partners. Using GS1net, retailers such as Coles and Metcash (IGA) can gain secure access to product information, including attributes such as: specific trading partner terms and pricing; product availability, release dates and promotional campaigns; packaging, dimensions, imaging for shelf space management; and clinical information for healthcare items.

GS1net was introduced in 2007 to replace the existing local EANnet datapool, which had provided data synchronisation for retailers for more than 6 years. Existing EANnet suppliers

were required to “migrate” to GS1net by April 2008, when EANnet was due to be decommissioned.

“Bizcaps took the GS1net migration exercise very seriously and devoted a lot of resources to the project over more than 18 months”, said Rob Clifton-Steele, Bizcaps’ Managing Director. “While we understand that there have generally been migration delays, we had all of our existing clients who were ready to be migrated to GS1net by the original deadline of 31 March 2008”.

Dairy Farmers was Bizcaps’ milestone 50th migration to GS1net. It is one of Australia’s largest dairy manufacturers, supplying fresh and processed milk products including cheese and yogurt to both local and overseas markets. Bizcaps’ client O’Cedar was the first catalogue uploaded to the GS1net datapool by a middleware software supplier. O’Cedar’s name has been synonymous with premium timber furniture products in Australia for more than 100 years.

Bizcaps’ Gs1net Connect Engine was the first middleware software certified for use with GS1net. It powers the both Bizcaps Eziform and Enterprise product ranges.

Bizcaps’ Development Director, Bill Blinco said: "Our design objective was to insulate our users from any complexities of GS1net. Our support desk recently demonstrated our product to a potential customer. He said, "That's it ? That's all I have to do?" and signed up immediately. That's very satisfying feedback for any development team."

Late last year, Bizcaps was awarded the prestigious Strategic Alliance Partner status by GS1.

In New Zealand, Bizcaps is represented by EDIS Technologies Ltd of Auckland

-End-