

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 February 2009

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

VIP PETFOODS BECOMES 100TH BIZCAPS CLIENT UPLOADED TO GS1NET

VIP Petfood this month became the 100th Bizcaps client whose product data is uploaded to GS1net™ by a Bizcaps solution.

VIP Petfood is the world's largest producer of fresh chilled pet food distributed nationally and to key overseas markets such as Canada, Korea, Taiwan, Japan and the USA from 4 factories in Australia. The V.I.P. range of products includes a complete selection of cooked meals including both chub-form dog rolls, a range of lamb, turkey and chicken chunkers, and a variety of vacuum packed fresh minces. VIP have recently expanded their product range to include premium dry pet food for both dogs and cats and a range of fresh pet treats.

VIP used Bizcaps Bureau service to collate its product data. It will use Bizcaps Eziform product to keep that information up to date.

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 GSlnet, 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.

-End-