



For Immediate Release:

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Agentrics, Best Buy Win VICS Achievement Awards

*Agentrics and customer Best Buy honored as “Most Innovative”
among technology providers and retailers for collaboration and synchronization*

Alexandria, VA – June 4, 2007 — Agentrics and customer Best Buy today were announced winners in the 2007 VICS Collaborative Commerce Achievement Awards, an industry program that identifies and applauds excellence in supply chain collaboration.

Agentrics was honored as “Most Innovative Third Party Technology Provider” for its solutions and achievements in the areas of trading partner collaboration and data synchronization. Agentrics customer Best Buy was recognized as “Most Innovative on Retail Side” for its CPFR® (Collaboration, Planning, Forecasting and Replenishment) and data synchronization programs. The collaboration between Best Buy and Samsung also was named a finalist for “Most Innovative VICS CPFR® Implementation.”

According to VICS President and CEO Joe Andraski, “The dedication and commitment of Agentrics to advance the state of supply chain collaboration has helped bolster industry-wide efficiencies as evidenced through the high achievements of their customers, such as Best Buy and Samsung. It’s a great pleasure to recognize this industry leader.”

The two Agentrics solutions suites honored by the awards are:

- **Agentrics GenShare**, which includes the leading CPFR® solution used by global retailers and suppliers, provides a platform for trading partners to work collaboratively to eliminate unnecessary costs in the supply chain, increase forecast accuracy and improve in-store product availability.
- **Agentrics GenSync** enables standards-based synchronization of item data to ensure that detailed product information in the retailer’s system is up-to-date, complete and accurate. The Agentrics solution meets GDSN requirements while addressing country-level and retailer-specific needs for product attribute sharing.

Best Buy uses both solution suites to support trading partner collaboration.

“As retailers adopt more collaborative practices with their trading partners, Agentrics solutions continue to support these efforts with award-winning results,” said Chuck Boone, Agentrics senior vice president, collaborative solutions. “Agentrics collaboration solutions prepare retailers to take a more proactive approach to managing their supply chain, which ultimately results in better customer service.”

(more)

About VICS

The Voluntary Interindustry Commerce Solutions (VICS) Association has enabled companies in the retail and consumer-focused industries to eliminate billions of dollars of waste and delay. By creating voluntary guidelines, often referred to as “standards,” VICS has created new best practices that ultimately lead to lower costs and better availability of products for consumers. VICS’ volunteer members improve the flow of products and information throughout retailing and the consumer-focused industries that supply retail. The Association provides leadership and an environment in which executives can make a difference in their industry, their company performance—and their personal commitment to make the world work a little bit better. VICS’ members help define the next best practices in the industries and thus anticipate and optimize business processes and costs. Additional information can be found at www.vics.org.

About Agentrics

Agentrics serves as the trusted agent for the retail and consumer goods industry by assisting retailers, manufacturers and their trading partners with optimizing shared business processes to more effectively serve the consumer. Our customers rely on Agentrics’ product offerings, unique practical forums and deep domain expertise to drive real business results. In the last six years, Agentrics has generated more than \$5 billion in cost savings for our customers by partnering with them on the development and effective use of our technology and services.

Agentrics serves over 250 customers, including 17 of the world’s top 30 retailers, in sourcing, supply chain collaboration, global data synchronization and product lifecycle management. Agentrics customers include Aeon, Ahold USA, Alcampo, Auchan, Best Buy, Canadian Tire, Carrefour, Casino, Chedraui, Coles Myer, Coop Italia, Coop Switzerland, CVS/pharmacy, Dairy Farm, Dansk Supermarked Gruppen, Delhaize Group, Diageo, El Corte Ingles, Food Lion, GlaxoSmithKline, Izumiya, KarstadtQuelle, Kesa, Kesko Food Ltd., Kingfisher, Kroger, Lotte, Makro Asia, Makro S.A., Manor, Markant, Marks & Spencer, Metro Group, Migros, Modelo Continente Hipermercados, S.A., Panasonic, PPR, Publix, REWE Group, Royal Ahold, Safeway, Sainsbury’s, SCA Hygiene Products, Sears Canada, Sears Holdings Corp., Shopko, Smart and Final, Tesco, and Walgreen’s.

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