



FOR IMMEDIATE RELEASE

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WALMART, KIMBERLY-CLARK, LOWE'S, WHIRLPOOL, SCHNEIDER NATIONAL, LEVI-STRAUSS AND JCPENNEY HONORED AT 13th VICS ACHIEVEMENT AWARDS

Lawrenceville, NJ — The Voluntary Interindustry Commerce Solutions Association announced the winners of the 2010 VICS Collaborative Commerce Achievement Awards last night at the VICS/U Connect Annual Conference at the JW Marriott San Antonio Hill Country Resort in San Antonio, TX. The Awards are designed to identify and reward excellence in supply chain collaboration. Winners of the VICS Achievement Awards were decided by votes of the VICS Board of Directors, which is composed of an elite Who's Who of industry luminaries.

The 2010 VICS Collaborative Commerce Achievement Awards honor outstanding companies for their strategic thinking and leadership, as well as the implementation of GS1 US standards and VICS collaborative commerce guidelines that have resulted in more effective supply chain practices and partnerships. The awards recognize the positive results of company-wide dedication to customer satisfaction that have made continuous improvements to the supply chain.

The following are the **2010 VICS Collaborative Commerce Achievement Awards Winners** along with a brief description of their accomplishments --

Retail Excellence

Walmart Stores, Inc.

A team of experts from Walmart and Schneider National joined together to produce real-time electronic feeds of the transport process enabling the first-of-its-kind, comprehensive end-to-end snapshot of supply chain activity. Through this partnership, Walmart was able to integrate and synchronize supply chain activities, while leveraging global relationships to lower the overall transportation cost.

Supply Side Excellence

Kimberly-Clark

Kimberly-Clark partnered with Expeditors International and implemented the VICS Global Logistics Model. The model enabled Kimberly-Clark to automate purchase order transmissions, the carrier booking process, ocean and air shipment tracking, shipment document imaging and

invoicing. The company saw savings of \$3.8 million from reduced expedited freight cost, courier fees, increased low cost carrier utilization and had air freight cost lowered from 13% of total freight spend to 8% over 18 months

VICS CPFR® Implementation Excellence

Lowe's Companies – Whirlpool Corporation

Lowe's and Whirlpool worked together to develop a single forecast of consumer demand by implementing a joint Sales and Operations Planning process and a structured Merchandising and Operations process. Results included increased service levels, improved forecast accuracy, and increased supply chain efficiencies, improved margin rates, increased sales and an increased outlet share/brand share for both Lowe's and Whirlpool.

Best Third-Party Provider

Schneider National, Inc.

A team of Schneider and Wal-Mart experts joined together to produce real-time electronic feeds of the transport process enabling Schneider to create the first-of-its-kind, comprehensive end-to-end snapshot of supply chain activity. Through this partnership, Wal-Mart was able to integrate and synchronize supply chain activities, while leveraging global relationships to lower the overall transportation cost.

Sustainability Excellence

Levi-Strauss & Co.

Levi Strauss established alliances with other cotton using companies as well as farmer organizations, commodity traders, environmental nonprofit organizations, and joined the Board of the Better Cotton Initiative. Levi Strauss & Co. also launched A Care Tag for Our Planet in partnership with Goodwill Industries. The new care tags, a first by a major apparel company, encourage consumers to wash their clothes in cold water, line dry them and donate them to Goodwill.

Empty Miles Top Contributor

JCPenney Company

This new award is presented to the company that helps drive adoption through referring new subscribers and posts the greatest savings resulting from the use of the VICS Empty Miles Program. JCPenney was the first to post their lanes in February and currently has 1,100 lanes, the most by any company. With the help of VICS Empty Mile, JC Penney utilized 4 million, which equates to avoiding 14.7 million pounds of CO₂ and a cost savings of \$5.6 million.

“This was a year of truly exemplary achievements by the companies nominated for VICS Collaborative Commerce Achievement Awards. From the carbon footprint reductions reported in the Sustainability and Empty Miles categories to the sales lift and cost savings in the retail and supplier excellence group, every entry was worthy of honor. The VICS Board of Directors congratulates the winners, the finalists and all of the nominees,” said Joe Andraski, president and CEO of VICS.

Hewlett-Packard Company sponsored the VICS Collaborative Commerce Achievement Awards dinner and awards ceremony for the third straight year, and the reception before the ceremony was sponsored by Edifice.

Note to Editors: The Roger Milliken Lifetime Achievement Award winners, previously announced with the other VICS Awards winners, are named in a separate new release.

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.

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