



TO WHOM IT MAY CONCERN

Brussels, 29 January 2008

GS1 is a world-wide not-for-profit organisation with member organisations in 108 countries. GS1 develops international standards for product identification using barcodes and radio frequency identification as well as business-to-business standards for electronic commerce and data synchronisation. Today, over one million companies worldwide - manufacturers, retailers, SMEs and multinational companies, use GS1 standards. This has led to increased efficiencies in supply chain operations on a global scale and major cost reductions for business.

Manufacturers and retailers rely on the GS1 system because they know that the GS1 (EAN) barcode numbers used on products and communicated electronically in business messages are unique against all other GS1 numbers. To ensure GS1 numbers are globally unique and the correct standards based implementation support is provided to local GS1 user companies, GS1 has authorised one GS1 member organisation in each country to manage the GS1 system.

In New Zealand, GS1 New Zealand administers the GS1 System and is the only official source for GS1 barcode numbers and standards. The GS1 barcode numbers allocated to companies by GS1 New Zealand begin with the prefix 94.

Manufacturers in New Zealand that obtain barcode numbers from web sites claiming the numbers originate with the worldwide body, GS1, and are unique globally, should exercise extreme caution. Only GS1 New Zealand is authorised to provide GS1 barcode numbers with the prefix 94, the prefix reserved for New Zealand within the GS1 system. The barcode numbers provided by these web sites do not originate with GS1 or GS1 New Zealand and their uniqueness cannot be guaranteed. Furthermore, GS1 New Zealand will be unable to validate the numbers for electronic commerce as it has no means of tracing to whom the numbers have been assigned.

Unauthorised barcode number sellers undermine the integrity of the GS1 standards system, create confusion in the market and disrupt the functioning of supply chains in New Zealand and abroad. Manufacturers in New Zealand that obtain their barcode numbers from an unofficial source may suffer losses if their products are rejected by retail.

Signed for GS1 by:

A handwritten signature in black ink, appearing to read 'Miguel A. Lopera', written over a horizontal line.

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