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Launch Announced of First Online Peer Network for the Retail Industry – TPNexus™
Trading Partners Collaboration, LLC, parent organization of retail industry associations the Vendor
Compliance Federation and Trade Promotion Management Associates,
Launches New Online Industry Network

SOUTH PLAINFIELD, NJ, May 5, 2009 – Trading Partners Collaboration, LLC, parent organization of the Vendor Compliance Federation (VCF) and Trade Promotion Management Associates (TPMA), today announced the launch of the retail industry’s first, dedicated, online peer network: TPNexus™. This private, secure, online community provides an intuitive platform to foster communication, trust and collaboration for the retail industry’s trading partners. TPNexus™ is available to both corporate and individual members of VCF and TPMA.

“VCF and TPMA foster, promote and provide platforms for trading partner collaboration in, respectively, retail compliance and trade promotion,” said Trading Partners Collaboration CEO Diane Berry. “Both organizations are committed to providing members with the best tools to make this effective collaboration possible. TPNexus gives our members the opportunity to engage through a secure platform to develop strong relationships and share best practices, knowledge and information to facilitate the trading partner relationship, as well as improve productivity within their own organizations.”

TPNexus™ allows its members to:

- customize user profiles with professional details relevant to trading partners;
- create communities of individuals who share commonalities;
- add and invite contacts from more than 400 companies in retailing and manufacturing, including service providers;
- create, invite and engage in meetings and in professional Communities of Practice;
- communicate via email directly within the network;
- contribute fresh ideas on fostering trading partnership relationships within several topic-specific TPNexus™ blogs.

The TPNexus™ platform allows VCF and TPMA members to form their own professional communities, as well as participate in established Communities of Practice. Communities of Practice focus on specific areas of interest within the forecasting-to-sales continuum and offer collaborative best practices, new strategies, thought leadership, and networking opportunities. VCF recently announced the launch of The Perfect Order Index Community of Practice, sponsored by Compliance Networks – a company specializing in providing integrated, real-time supply chain data to leverage supply chain performance within vendor compliance.

“What makes this networking site unique is that it’s targeted for the retail industry and promotes Communities to address a specific pain point,” said Kevin Harris, marketing director at Compliance Networks. “We are able to speak directly with practitioners and executives, understand the specific challenges, and work together with retailers and manufacturers to address an industry need.”

“TPNexus™ not only provides the industry with a platform to connect with our industry peers, it give us the business benefit of engaging in dialogue with these professionals on multiple business issues at any given time,” said Jerry Glinnen, Lifetime Brands compliance officer.

For more information on TPNexus™ or Communities of Practice, please email info@tpnexus.com.

About Trading Partners Collaboration, LLC (TPC)

TPC advocates retailer-supplier trading synchronization, champions collaborative initiatives and offers solutions to drive productivity, profitability and growth for trading partners throughout the forecasting-to-cash continuum. TPC is comprised of two leading retail organizations, the Vendor Compliance Federation (VCF) and the Trade Promotion Management Associates (TPMA). **VCF** focuses on retailer-supplier collaboration to reduce chargebacks and deductions, increase supply chain efficiencies, minimize order fulfillment risk, integrate processes, and eliminate disconnects. **TPMA** is dedicated to trade promotion marketing in all its forms. It fosters best-in-class processes in the trading partner relationship to increase the effectiveness and efficiency of trade promotion programs. Together, VCF and TPMA offer industry-leading solutions, services and best practices within the consumer product industry, for both consumer durables and fast moving consumer goods. Visit us at www.vcfww.com and www.tpmaww.com.

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