



For Immediate Release
Tuesday, July 15, 2008

IDEA and Trade Service Corporation do not renew agreement

Data share agreement comes to term after 10 years

Arlington, VA – July 15, 2008 – IDEA and Trade Service Corporation have mutually agreed to not renew their 10 year data sharing agreement which comes to term on July 20, 2008. Both parties have mutually benefited from this partnership and remain committed to providing exceptional service to the electrical supply chain.

IDEA is committed to enhancing the transactional and catalog data within the data synchronization platform. Customers can be assured attention and personalized support when addressing their concerns regarding the impact this might have on their business.

IDEA has increased its capacity for data sourcing to immediately accommodate changes. Key IDEA staff will be available to answer any questions. We remain a service-oriented, customer-centric organization serving the electrical channel manufacturer's and distributor's needs throughout the supply chain.

About IDEA

IDEA (www.idea-esolutions.com) is the only standard-setting organization offering a full range of eCommerce products and services designed to drive supply network efficiencies, reduce costs, slash cycle times, and ensure standardized, timely, and accurate data. IDEA provides Industry Data Warehouse (IDW), a database of product, pricing, and marketing data; Industry Data Exchange (IDX), a centralized and standardized document exchange solution; Industry Retail Database (IRD) a central repository of manufacturer retail product data powered by CERICOMX® which helps users meet retailer mandates and consumer packaged goods (CPG) and GS1 US requirements; and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

Contacts:
Rita Hagopian
(703) 562-4628
rhagopian@idea-esolutions.com