



Industry Data Exchange Association, Inc.

Founded 1998

1300 N. 17th Street, Suite 1847
Rosslyn, VA 22209
TEL (703) 841-3247
FAX (703) 841-3347
<http://www.idea-inc.org/>

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IDEA Unveils Product Logos for full suite of solutions and services

IDEA adds to their corporate branding

Rosslyn, VA– October 19, 2005 –The Industry Data Exchange Association (IDEA), an industry owned e-commerce service provider, today announced a family of product logos for their full line of solutions and services: Industry Data Exchange (IDX2), Industry Data Warehouse (IDW2), Industry Retail Database (IRD) and the Data Audit and Certification (DAC) program.

These logos will add to IDEA's growing branding initiative. The logos will raise the company image to the new level of IDEA's growing reputation in the e-Commerce and electrical industry. "This will help create a memorable identity for our products and that IDEA is growing and moving in a positive direction," said IDEA President, Mike Rioux.

The product logos will be incorporated into all of IDEA's communications tools including their website, advertising and company and product literature. IDEA customers will soon be able to download logos from the IDEA website pending approval of the company's usage. Additionally, the IDEA company logo will also be made available to download.

All of IDEA's solutions were built on the same objective: to deliver high standard e-Commerce solutions that simplify the supply chain process while significantly reducing costs and errors. This consistent goal translates into why the company opted for a family of logos that were parallel in design. The crescent mark represents the comprehensive capabilities of the IDW2, IDX2, IRD and DAC program.

"We want to be seen in a manner that reflects the cutting-edge nature of our products and services," said Rioux.

The new IDEA product logos keep a consistent color scheme with that of the corporate identity.

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About IDEA

IDEA is an e-commerce service provider jointly owned by NEMA and NAED. Developed to drive down supply chain costs, IDEA (www.idea-inc.org), provides the Industry Data Warehouse (IDW), a central repository of manufacturer product, pricing, and attributed data; the Industry Data Exchange (IDX2) is an Internet-based communications hub that enables business trading partners to exchange business documents using EDI, XML, flat file, or Web form transactions sets; the Industry Retail Database (IRD) a central repository of manufacturer retail product data to meet retail hardware, CPG and GS1 US requirements and the Data audit and Certifications (DAC) Program to verify manufacturer data meets specification criteria to ensure data synchronization between business partners.

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Contacts:

IDEA

Rita Hagopian, (703) 841-5910

rit_hagopian@nema.org