Innovative PIREL software to power GS1 Canada marketing database

Montréal (Quebec), August 2007- PIREL, an enterprise content management software developer and provider, specialized in document management solutions, is proud to announce that GS1Canada has selected PIREL to provide a comprehensive data management solution to help make Canadian companies' marketing efforts more efficient.

GS1 Canada, the national experts in collaborative commerce and global supply chain standards, has signed a four-year agreement with Boucherville-based PIREL, for the design and implementation of an enhanced data management platform for its ECCnet Image & Validation (ECCnet I&V) services. ECCnet I&V has become a leader in imaging services whose outstanding work has attracted both domestic companies and international praise. To date, more than 20 Canadian retailers and 1,200 Canadian manufacturers have collaboratively participated in ECCnet I&V. By selecting PIREL for its user-friendly web-based solution, GS1 Canada will further enhance Canadian companies' ability to maximize data accuracy, reduce costs and promote their products effectively by gaining 24/7 access to their product images and data.

"We needed a solution provider with proven technology, capable of implementing a system for efficient, secure data and, more importantly, image storage and manipulation," said Pierre Veilleux, Vice President, ECCnet Image & Validation, GS1 Canada. "After considering the many proposals pursuant to our call for tenders, PIREL emerged as our clear preference. PIREL is truly at the forefront of the industry and went beyond simply proposing a concept: PIREL actually demonstrated a working model of the software, requiring only minor modifications in order to meet and even exceed our expectations. Our main objective is to continue to provide our members with excellent service and our strategic alliance with PIREL will allow us to do just that."

PIREL's web-based solution will provide sustainable value to GS1 Canada members. "Our document management solution will allow quick and easy Internet access to product images and data for GS1 Canada members, reducing download times by, in some cases, 90 percent," said Michel Lessard, Vice-President and Chief Operating

Officer, PIREL. "The entire PIREL team is excited about this new collaboration and look forward to the GS1 Canada data management launch at the beginning of July."

"We are proud that PIREL's commitment to the increased productivity and enhanced efficiency of business processes will be conducive to maintaining GS1 Canada's reputation as an international e-commerce communication leader," said Denis Pigeon, Founder and President, PIREL. "This collaboration of two Canadian-based organizations, PIREL and GS1 Canada, leaders in our respective industries, will undoubtedly lead to new and exciting international opportunities in the near future."

About GS1 Canada

GS1 Canada is a not-for-profit organization that promotes and maintains global standards for the identification of goods, locations and related e-commerce communication, such as bar code prefixes issuance and maintenance. GS1 Canada is the only authorized source for globally unique company prefixes in Canada, a standard term and condition of trade globally. It provides a range of educational opportunities, maintains ECCnet Registry, Canada's national product registry, and offers one-stop access to product images and dimensional data. As technologies such as Electronic Product Code™/Radio Frequency Identification (EPC/RFID) continue to drive the e-commerce revolution, GS1 Canada will provide the leadership to help ensure that Canadian companies can participate competitively. For more information, visit www.gs1ca.org.

About PIREL

A software solution developer established in 1994, PIREL offers ECM and document management solutions that are currently used in the financial, banking, insurance, education and distribution industries, to manage and distribute corporate documents of all sorts via the internet or a company network. Supple, secure and easily integrated with existing architectures, PIREL ECM solutions are quickly and efficiently deployed.

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