



FOR IMMEDIATE RELEASE

NEWS RELEASE

DATE: Sept. 16, 2009

FOR MORE INFO: Debra Bower, Dot Foods, 217-773-4411,

dbower@dotfoods.com

Dot Foods Improves Efficiency with Aligntrac Synchronization

Mt. Sterling, IL and Toronto, ON – September 16, 2009: Dot Foods and Aligntrac Solutions, Inc. today announced that Dot Foods has successfully completed a foodservice industry pilot of Global Data Synchronization utilizing Aligntrac’s Sync/PDI™ platform, the 1SYNC Data Pool, and GS1 standards. As a result, Dot Foods is now moving their data synchronization solution into production.

“Our choice of GS1 standards, with 1SYNC as our data pool and Aligntrac to retrieve data and populate our back office systems helps us provide more accurate, up-to-date information to our customers, driving cost out of the system and helping our customers better serve their customers,” said Dick Tracy, VP of Customer Development, Dot Foods. “The reason we chose Aligntrac for data retrieval is because they impressed us throughout the pilot with their knowledge of foodservice distribution and GS1 standards – they coached us and our suppliers to get up and running successfully, and that makes all the difference.”

Sync/PDI™ is a comprehensive system that allows foodservice distributors to quickly automate their implementation of Global Data Synchronization using the GS1 standards. The system provides integration, validation, and supplier capabilities to simplify a distributor’s implementation and operation of data synchronization and is backed by Aligntrac’s strong expertise in the GS1 standards.

Earlier this year, the foodservice industry under the leadership of IFDA, IFMA, and GS1 created a roadmap for the adoption of GS1 standards for data synchronization and the definition of specific guidelines for the foodservice industry. As part of this initiative, Dot Foods agreed to pilot the standards and selected Aligntrac’s Sync/PDI™ platform.

Aligntrac worked with Dot Foods and several leading foodservice manufacturers to prove that Global Data Synchronization can benefit Dot and the foodservice industry. The pilot study confirmed the scope of discrepancies between manufacturer and distributor systems and demonstrated how data synchronization eliminates that gap and improves the quality and timeliness of product information that Dot Foods uses internally and with their customers.

Dot Foods is looking forward to a successful rollout of data synchronization with their suppliers and to the success of the foodservice industry initiative. Dot Foods is part of the Foodservice Industry Working Group that is setting standards and voluntary timelines for foodservice industry adoption of Global Data Synchronization.

Aligntrac Solutions is focused on data synchronization and assisting manufacturers, distributors, retailers and other supply chain organizations synchronize product information. The Aligntrac Sync/PDI™ platform, available as a hosted service and behind-the-firewall solution, includes numerous features to make data synchronization easy.

“Dot Foods’ rollout is a significant step to bringing the benefits of Global Data Synchronization to Dot Foods and in Dot Foods playing a leadership role in the foodservice industry,” said Ed Howe, President, Aligntrac Solutions.

About Aligntrac Solutions

Aligntrac's Sync/PDI™ platform allows sell-side companies to organize, cleanse and synchronize their product information and buy-side organizations to quickly implement the automated flow of item/catalogue information. Sync/PDI™ is a full-featured solution that was designed with ease of use in mind. It features sophisticated data validation, several integration options and many end-user searching and reporting capabilities. Aligntrac is a certified 1SYNC™ Solution Partner and the Sync/PDI™ solution supports the current 1SYNC Data Pool. For more information, visit www.aligntrac.com.

About Dot Foods

Dot Foods Inc. carries 83,000 products from 500 food industry manufacturers and is the largest food redistributor in the United States. Dot Foods and Dot Transportation sell and deliver foodservice, convenience, retail, vending, equipment and supplies to leading distributors in all 50 states. Dot Foods operates eight distribution centers, located in: Modesto, Calif.; Vidalia, Ga.; Burley, Idaho; Mt. Sterling, Ill.; Cambridge City, Ind.; Williamsport, Md.; Liverpool, N.Y.; and Ardmore, Okla. For information, visit www.dotfoods.com.