

PRESS RELEASE

TREE OF LIFE PARTNERS WITH LOGIX3 TO MANAGE PRODUCT DATA

Logix3, LLC announced that Tree of Life, Inc., headquartered in St Augustine, Florida, has selected its **Resource Center Business Service** to facilitate collection and collaboration of all product data from all manufacturers. Tree of Life is a leading marketer and distributor of natural, organic, gourmet, specialty, and multicultural food products to supermarket chains, independent grocers, natural/health food stores, and specialty/ethnic stores throughout the U.S. and Canada.

Tree of Life's more than 2,000 suppliers will be able to manage multiple tasks through the efficient Logix3 online service. Business processes such as new item activity, document management, packaging approvals and product development workflows will be deployed through Tree of Life's branded online service, OAK. Suppliers benefit by improved "Speed to Market" as well as significant efficiencies gained through accuracy and accountability of product information.

"Providing more efficient product information through better data management is a great benefit for our customers," said Tree of Life Senior Vice President of Category Management Troy Benscoter. "We're always looking for ways to improve our services, and making the change to a more technology-savvy integrated system will help us and our partner retailers and suppliers be more successful in all of our businesses. With more than 40,000 individual products available through Tree of Life, having an easier to navigate and well-organized system is a win-win for everyone."

The **Resource Center Business Service** was designed to help large retailers, distributors and manufactures more efficiently manage complex fields of data without the expense or burden of purchased software. Logix3 developed the transparent data management application so that users have the ability to review, change and approve projects quickly. The technology also provides records of all task and completion rates on easy to configure dashboards. "Giving stakeholders the ability to deploy custom online workflow processes to track product data changes helps ALL users get work completed accurately and quickly," said Bruce Kern, President Logix3.

Industry research has indicated all retail sectors are frustrated with the lack of accountability and long turn times required to complete product communication tasks. Logix3 began developing applications in 2003 that are deployed using software as a service eliminating the need to purchase internally managed applications.