

GXS Helps Maclean's Highland Bakery Grow its Sales and Business Activity with Tesco *Small Family-Owned Bakery Sees the Benefits in Trading Electronically*

LONDON — September 17, 2008 — GXS, a leading provider of business-to-business (B2B) e-commerce solutions, today announced that Maclean's Highland Bakery, a bakery supplier to Tesco, has adopted GXS Intelligent Web Forms (IWF) to help the bakery in its drive to increase business with retail customers. The deployment, which was recently completed, has already led to increased sales, greater efficiencies and fewer out-of-stocks for Maclean's bakery products at stores. Maclean's is a family-owned business that previously managed all its orders and invoices via manual, paper-based processes which limited the company's insights into product levels at stores and also limited its ability to grow sales at existing stores or add new ones.

GXS IWF has helped Maclean's automate some key business processes including order receipt and processing and electronic invoice generation. The company supplies Tesco with 'premium morning goods' such as rolls, biscuits and scones. The orders for these products were previously managed manually and involved regular, frequent car journeys by a member of Maclean's staff to the local Tesco stores to check on stock levels and pick up paper purchase orders in person. Now, the local Tesco stores send their orders to Maclean's electronically using electronic data interchange (EDI). This has improved the on-shelf availability of Maclean's' products, leading to a steady increase in sales since Maclean's started using IWF earlier this year. The efficiency gains have meant the company has also been able to increase the number of Tesco stores it supplies by 66 percent, with hopes for further expansion in the coming months.

"Using GXS IWF has brought us distinct benefits: payments are made more quickly and we save a lot of time and effort when compared to our old manual processes. The thing I really like is the demand visibility we have gained," said Lewis Maclean, the company's Managing Director. "Now, everyone knows where they stand and we know when an item needs to be restocked, which gives us reassurance and peace of mind."

As part of GXS' on-demand, B2B integration services platform, GXS Trading Grid, IWF enables a company to trade electronically without the need to purchase, install and manage additional software. It is designed for businesses with small or even no IT department and enables them to quickly and cost-effectively participate in EDI and other initiatives introduced by larger trading partners. With GXS IWF, companies can reap the benefits of e-commerce without significant cost or complexity. Using IWF, companies like Maclean's Highland Bakery can quickly and easily begin electronic trading with business partners without delay.

"Maclean's Highland Bakery is a text-book example of how a small, local company can work efficiently with a much larger national retailer, adopting electronic trading without pain or major capital outlays" said Tom Varghese, product manager at GXS. "The benefits Maclean's has enjoyed through IWF are immediate and tangible in the form of

increased on-shelf availability, less time wasted physically checking stores for products, greater efficiency and growth in sales and revenue.”

Established 30 years ago, Maclean’s is a family-owned and run bakery based in Forres, Scotland with 100 employees. The company has 2,500 products in nine product lines. In addition to Tesco, the company produces biscuits for private labels and has four of its own shops. The company is well-known for the high quality of its products – for example, its rolls are left to stand for 12 hours before baking as this significantly improves the flavour. Maclean’s is one of the few companies in Scotland to have achieved BRC (British Retail Consortium) certification, which provides uniform standards for the safe production of food.

About GXS

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimise product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS’ B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at www.gxs.co.uk

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