



IN THE NEWS

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Hallmark in the UK Adopts GXS Trading Grid®

UK's Leading Greeting Card Publisher Finds Low-Cost Reliable B2B Solution

LONDON — April 27, 2009 — GXS™, a leading provider of business-to-business (B2B) e-commerce solutions, and Hallmark, the leading card manufacturer, today announced that Hallmark UK has standardised on GXS Trading Grid® to support its B2B e-commerce initiatives. GXS Trading Grid is Hallmark UK's preferred platform for electronic trading with its major UK accounts which include supermarkets and other large retailers.

Hallmark is the leading greeting card publisher in the UK, accounting for 60 percent of Hallmark's international business. The company produces approximately two billion cards per year drawn from the industry's largest product range of nearly 20,000 designs. On a typical day, the company ships out 2,000 boxes of cards to its major account customers, with each box containing up to 200 cards. The seasonal nature of Hallmark's business, its global manufacturing locations, the high volume of shipments and its large product range makes the company's supply chain and B2B e-commerce operations highly complex. Consumer demand peaks for specific events such as Christmas, and Spring Seasons including Valentine's Day and Mother's Day, while demand for other products such as birthday cards remains steady.

"Hallmark's B2B e-commerce operations are very complex and require automation to ensure their successful and timely execution," commented Bryan Larkin, director of retail and consumer products marketing at GXS. "Further, electronic trading fits perfectly with the company's commitment to sustainability and its sophisticated corporate social responsibility policies. We are pleased to be a key part of Hallmark in the UK's commitment to running an efficient, sustainable supply chain."

To help address its requirement for a flexible and scalable B2B e-commerce infrastructure, Hallmark UK chose GXS Trading Grid as its preferred platform for electronic trading. Hallmark UK exchanges orders, invoices, remittances, credit notes and advance shipment notices (ASNs) with its major account customers.

GXS Trading Grid is a global B2B e-commerce and integration platform that supports the creation and adoption of on-demand supply chain management solutions for companies of any size. As the world's largest electronic business community, GXS Trading Grid is used by more than 30,000 customers to exchange goods and services, gain visibility into global logistics operations and to synchronise product data. Trading Grid helps customers automate global trading communities by shielding complexity from rapidly changing standards, eliminating manual and duplicative processes and enabling the highest levels of B2B integration and collaboration.

About Hallmark

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company's Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2008, privately held Hallmark reported consolidated net revenues of \$4.3 billion. For more information about the company, visit <http://corporate.hallmark.com>.

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 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, <http://blogs.gxs.com/> and <http://twitter.com/gxs>.

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