

Figure 1: Attendees by Industry Sector:

(Population of attendees for all charts = 813)

Manufacturing: 34% (includes food and drug manufacturers)
 Distribution: 19% (includes transportation / logistics)
 Retail: 18% (includes mostly large chain stores)
 Other: 29% (includes Government, Banks, Telecom & Technology companies)

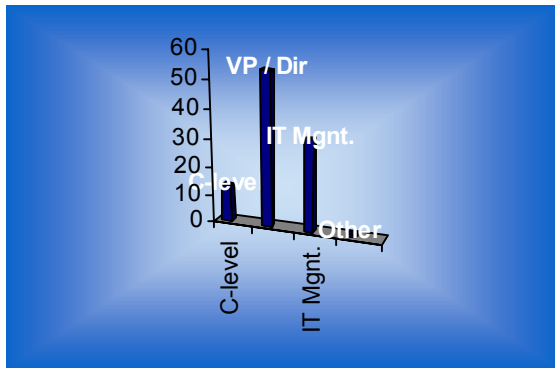


Figure 2: Attendees by Position / Job Title (%)

C-Level Executives: 12%
 Corporate (VP/Director) 56%
 IT and non-IT Managers: 31%
 Other: 1%

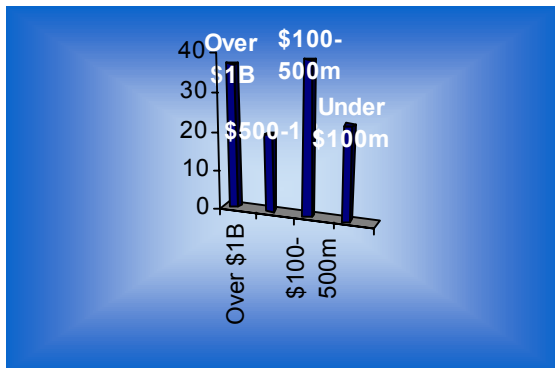


Figure 3: Companies Attending by Segment

Over \$1Billion 35%
 \$500 million to \$1Billion; 22%
 \$100million to \$499 Million; 19%
 \$ 1million to \$99 Million; 16%
 Under \$1 million; 8%

Attendees by Organization type:

While most (96%) delegates came from Canada and the United States, some came from as far away as South Africa, India and S. Korea to better understand this subject. Those registered came from many different organizations including:

- leading retail chain stores;
- major pharmaceutical companies;
- international consumer packaged food manufacturing and distribution companies;
- optical, telecom and wireless product importers and distributors and service providers;
- healthcare product and service suppliers;
- construction industry manufacturers and distributors;
- greeting card manufacturers and distributors; and many other sectors, industries and businesses

Attendees by Function / Department:

The issues discussed in this conference affected a wide range of responsibilities, including, but not limited to:

- Executive Management;
- Supply Chain / Logistics;
- Information Technology;
- Purchasing / Procurement / Importing;
- Manufacturing;
- Distribution / Shipping / Transportation;
- Warehousing;
- EDI / eCommerce / eBusiness; and
- Marketing / Merchandising.

Job Titles of Executives and Managers who have already attended SoftMatch RFID events:

Chief Executive Officer; Chief Financial Officer; Senior Vice President & Chief Financial Officer; Vice President of Supply Chain; VP, Procurement & Logistics Group; Director Information Systems; Vice President & General Manager; V.P Operations; Vice President Finance; National Manager; Vice President; Senior IT Consultant; Systems Analyst; Manager Electronic Commerce; Project Leader; GTIN Project Manager; Process Manager; Director of Business Development; Director of Direct Marketing; Director of Industry Issues; Customer Service Manager; IT Data Services Manager; Operations Planning Director; Development Manager; Logistics Support; Director, Information Solutions V.P. Sales; V.P. Marketing Services; V.P Merchandising Services Chief Executive Officer	Director of Direct Marketing; Director Inventory Control; General Manager; Director of Supply Chain; Director Information Systems; VP Distribution; Business Analyst; Manager of Applications and Development; Manager of Program Governance; Technical Manager; Principal Consultant; Senior IT Consultant; Systems Analyst; Senior IT Consultant; Systems Analyst; Manager Electronic Commerce; Project Leader; GTIN Project Manager; Process Manager; Director of Business Development; Director of Direct Marketing; Director of Industry Issues; Customer Service Manager; IT Data Services Manager; Director Retail Sales; Manager Warehouse & Distribution; Director Supply Chain Strategies; Inventory Control Manager; Warehouse Manager; Director, Packaging Technology;
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<p>President & CEO Senior Director of Supply Chain Senior Vice-President Chief Information Officer Director of Logistics VP of Marketing VP, General Manager V.P. IT Services Senior Director Supply Chain Project Manager Programmer Analyst EDI Team Leader President Sr. Vice President Senior V.P., Information Systems VP Packaging Operations Vice President - IT Vice-President of Operations VP Global Working Capital Management Senior Manager Vertical Marketing Senior Manager, Business Information Systems Director of Materials Management Director of Professional Services EDI Specialist Director Business Development Director of Incoming Supply Chain Director Information Services Director of Distribution Operations ERP Practice Director Partner, Global and Americas Wireless Partner, Business Consulting Services Process Improvement Consultant EDI Analyst Project Manager eBusiness Manager Process Improvement Consultant Distribution Manager Manager Communications & Technology Manager of Customer Service Warehouse Manager Manager Information Services Manager, Information Systems Associate Partner Business Development Manager Sales Operations Manager Sales & Marketing Manager AIS, Business Development Specialist Accounting Manager General Manager IT Architect Senior IT Procurement Manager Practice Manager Vice President</p>	<p>Manager Decision Support Director Supply Chain; Director IT Regional Services; Manager Supply Chain; Buyer, Package Development; Package Development Process Coordinator; VP Distribution & Transportation Operations; General Manager Distribution Operations: Director, IT Manager, Business Applications Systems; Product Packaging Associate; Business Development Manager; Senior Manager, Supply Chain; Director, Application Services; ERP Specialist; Director of Operations; Supply Chain Inventory Manager; Project Leader, Supply Chain Systems; Director, Supply Chain Systems; Purchasing Manager; Sector Manager Associate Director, Merchandise Planning Systems Implementer Plant Operations Manager Customer Logistics & Support Customer Service Manager Consultant Controller Electronic Commerce Manager Executive Consultant - Retail Forecasting Specialist Information Systems Support IT Data Services Manager IT Manager Integrated Logistics Manager Information Tech Manager Logistics Manager Systems Manager Logistics Manager, Canada Manager, Distribution Centre Manager, Logistics Manager, Sales Alternations Systems Manager Manager, Technical Marketing Coordinator Marketing Manager, Mid-Market Verticals Marketing Communications Marketing Manager National Parts Manager ECCnet Catalogue Captain Supervisor Procurement Process Improvement Consultant Supervisor of Warehousing.</p>
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