

FOR IMMEDIATE RELEASE

Digital Packaging Management – a solution for a dinosaur industry

GlobalPKG, Inc. FORMS ALLIANCE WITH BrandWizard Technologies, Offering Users Seamless Automation of Structural and Graphical Design for Packaging

San Jose, California, November 25, 2002 – GlobalPKG, Inc., the leading provider of Web-based packaging eServices, announced today a partnership with BrandWizard Technologies, the industry leader in streamlining and automating global packaging graphics. The partnership provides businesses that have intensive packaging production requirements with the most comprehensive means to manage packaging graphics, specification and engineering available on the market.

“BrandWizard is the global industry leader in brand management technology, and we are very excited to partner with them. This partnership demonstrates GlobalPKG’s commitment to provide our customers with true control over the complete packaging process. The results they are going to see will be in efficiency, cost reduction and long-term competitive advantage,” said Robert DeNola, Founder and Strategist, GlobalPKG.

“Together, GlobalPKG and Brand Wizard Technologies are empowering all participants in the packaging process across the enterprise and throughout their supply chain with a seamless solution for design and collaboration in real time requiring only the use of an Internet browser. The results for our clients will be faster time to market, a significant reduction in costs associated with packaging supply chain and a previously unrealizable level of consistency and accuracy in graphics.”

JP Terry, CEO, BrandWizard Technologies, said “We have been saving our clients millions of dollars through automating the artwork production process since 1996. Now with GlobalPKG, we can offer our customers the ability to control and automate more parts of the packaging supply chain. This partnership means our clients are going to see an even greater ROI.”

Packaging – an industry ripe for digital efficiency

The packaging industry is estimated to be a \$450 billion global market. This industry has traditionally proven difficult to streamline since it involves a complex array of specialized manufacturers, distributors, fabricators, and many others. To compound matters, packaging specifications number in the thousands and cover everything from dimensions, materials and design to environmental and regulatory information, company-specific policies, units of measurement, legal requirements, raw materials usage, recycling, and much more. In spite of this complexity, the typical enterprise packaging processes is disjointed and relies on a hodge-podge of legacy systems that are glaringly deficient. Often captured in little more than hard-copy binders, data is often lost in the supply chain and difficult, if not impossible, to share. Additionally, the information that needs to be accessed and shared is frequently incomplete, inconsistent or dated. Lastly, product and packaging development processes currently require a linear hand-off of data from participant to participant, whereas they should ideally work in tandem to support real-time collaboration and rapid iterations, producing the highest quality package in the most cost efficient way possible.

About BrandWizard Technologies

BrandWizard Technologies (www.brandwizard.com) is the world’s leading digital brand management consulting firm. They offer companies a fully integrated global solution for all of their brand management requirements. Their Web-based custom tools work in concert with an organization’s wide array of digital assets, empowering employees and vendors around the world with instant access to corporate identity

materials, brand guidelines, packaging artwork and more. Their patented Wizards offer clients unparalleled branding automation. No matter how large the corporation or how complex its product offerings, BrandWizard can harness the reach and speed of the Internet to tailor a complete turnkey brand management solution.

BrandWizard Technologies is a subsidiary of Interbrand Corporation. As part of its commitment to being the world's leading strategic branding consultancy, Interbrand Corporation has set up BrandWizard Technologies to provide Internet-based brand management tools and consulting. Interbrand Corporation is a member of Omnicom Group, a strategic and financial holding company that manages a portfolio of market-leading companies in the disciplines of advertising, marketing services, specialty communications, interactive media, and media buying services. Omnicom is listed on the New York Stock Exchange (OMC).

About GlobalPKG

GlobalPKG, Inc. (<http://www.GPKG.com>) is a San Jose, California-based Corporation founded by a team of technology and packaging experts that has worked together for the past seven years to create Internet-delivered, enterprise solutions for all participants in the packaging supply chain. GlobalPKG offers the first hosted e-service that enables fully integrated packaging specification management, real-time collaboration, and design automation to dramatically increase the efficiencies of the enterprise product life cycle. Leveraging the Internet, GlobalPKG offers a unique, uniform, and real-time approach to managing the packaging life cycle process with all participants of the packaging supply chain, reducing costs and time-to-market, and improving communications and packaging quality across the enterprise.

#

For More Information Contact:

BrandWizard Technologies – Fred Burt on 212 798 7594 or at fburt@brandwizard.com

GlobalPKG, Inc – Robert DeNola on 408-260-2202 or at <mailto:robert@pkg.com>