

FOR IMMEDIATE RELEASE

Kirby McBride Elected to GS1 GDSN Board of Directors

June 16th 2011 - Boston, MA

I am pleased to announce that Kirby McBride, President and CEO of FSE Inc., and the FSEnet⁺ GDSN Data Pool has been voted in as the newest addition to the GS1 GDSN Board of Directors.

Kirby will assist the GS1 GDSN board in the following areas:

- **Setting direction for the GDSN including the Global Registry™**
- **Approval of the GDSN 3 Year and 1 Year Strategic Plans**
- **Stewardship of the GDSN Certification Process and Certification Criteria**
- **Progress Monitoring and Policy Development to Enable Network Growth**

The GS1 GDSN Board of Directors is made up of over 20 members from around the world who have been assembled to best represent the interests of the GDSN.

Kirby's extensive experience in GDSN implementations and creative but pragmatic approach will be a valuable asset to the success of the GDSN moving forward.



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