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## **Partnership for Perfect Images and Data**

*SA2 Worldsinc partners with digital capture service itemMaster, whose free product image and data on nutrition and ingredients enables SA2 Worldsinc's US-American customers to better reach consumers.*

Skokie, IL, June 24, 2011 -- SA2 Worldsinc, a leading global provider of data synchronization and master data management services, and itemMaster, LLC, a provider of free product images and data, have entered into a partnership that will give SA2 Worldsinc's manufacturer customers in the USA a high quality service for capturing the images and data of their consumer products. This data will be integrated into the Global Data Synchronization Network (GDSN) hosted by the SA2 Worldsinc data pool and accessible by all retailers subscribing to the GDSN.

"By partnering with itemMaster, we provide a valuable service to our manufacturer customers," says Nihat Arkan, Chief Executive Officer at SA2 Worldsinc. "itemMaster's sophisticated robotic camera system leapfrogs over current methods for capturing product images and data." SA2 Worldsinc's mission is to help local and global companies drive their business more efficiently through innovative solutions to clean up data, optimize processes and reduce costs. Its partnership with itemMaster supports that objective.

"Our partnership with SA2 Worldsinc combines itemMaster's accurate and quality image and data capture service with SA2 Worldsinc's Master Data Management technology and network," says Thomas Parkinson, US-American itemMaster's headMaster and co-founder of Peapod, the nation's leading online grocery delivery service. "It is a synergistic relationship." itemMaster will provide SA2 Worldsinc manufacturer customers with four key elements of their consumer products: glamour shots for circulars, planogram images for shelf management, e-commerce images, and complete product package data including nutrition and ingredients.

itemMaster sprouted to life after Parkinson recognized that current solutions did not provide a soup-to-nuts offering for data that could be freely shared. itemMaster is a comprehensive system that not only creates and assembles product images and data, but operates an online product exchange, itemMaster.com, for use by retailers and manufacturers. In contrast to its competitors, itemMaster provides these services for free to retailers in the USA.

**About itemMaster**

Founded in 2009, itemMaster, LLC's mission is to become "The One Source for Free Product Images and Data" and to serve as an open exchange for manufacturer-supplied product images and comprehensive digital product data in a quality, high-resolution and standardized format. itemMaster product images and data are available for free to all retailers. By managing product images and data through itemMaster, manufacturers can ensure that all retailers have free access to accurate and complete product images and data. itemMaster was founded by Thomas Parkinson, a co-founder of Peapod, the online grocery company. For additional information please go to [www.itemMaster.com](http://www.itemMaster.com).

**About SA2 Worldsynchron GmbH**

SA2 Worldsynchron is a leading provider of integrated master data management solutions for product information in the retail industry. Combining expertise in global data synchronization (GDS), product information management (PIM) and electronic data interchange (EDI), SA2 Worldsynchron covers all stages of product, item and transaction data along shared retailer and supplier processes. The services of SA2 Worldsynchron are used by more than 7,600 companies worldwide, including more than 50 of the world's leading retailers.