



IN THE NEWS

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Insight Pharmaceuticals Selects GXS Trading Grid® to Tighten Integration with Retailers *OTC Pharmaceuticals Maker Turns to GXS to Reduce Manual Processes and Increase B2B Efficiency*

GAITHERSBURG, Md. — March 5, 2008 — GXS, a leading provider of business-to-business (B2B) e-commerce solutions, today announced that Insight Pharmaceuticals has chosen [GXS Trading Grid® Messaging Services](#) to increase the volume of its e-commerce transactions and the number of trading partners with which it conducts B2B e-commerce. Insight was seeking to lower the cost of conducting e-commerce with its more than 500 retailer customers around the world and to increase the efficiency of its demand chain operations. GXS Trading Grid Messaging Services enables Insight to conduct electronic data interchange ([EDI](#))-based transactions with its smaller retail customers and the Applicability Statement 2 (AS2) protocol with larger retailers and other trading partners.

In business for nearly ten years, Insight Pharmaceuticals markets a wide variety of over-the-counter (OTC) medications including the well-known brands Anacin®, Allerest®, N'Ice® Lozenges and Sucrets® Sore Throat and Cough Lozenges. The company had been using an EDI provider whose pricing and customer service was making it impractical for Insight to grow its base of e-commerce transactions and trading partners. In coming to GXS, Insight sought not only to decrease the cost of its e-commerce transactions, but also to gain a better level of service and to meet customer demands to support additional standards and protocols. GXS provides Insight with EDI service at a lower cost than what the company was previously paying, and also provides them with greater flexibility for various protocols and standards.

“For years, we have been struggling with EDI, trying to make it meet our needs but we have been unable to deploy it widely enough to make it cost-efficient,” says Andrea Patti, customer service manager at Insight Pharmaceuticals. “In coming to GXS, not only did we save money, but we added new trading partners to our electronic network, new transaction types and support for AS2. As a result, our e-commerce network has been transformed into one of strategic importance and made us a better partner for our retailers. GXS’ stellar customer service turned a very stressful situation into one of the best interactions I have ever had with a vendor.”

Leveraging GXS, Insight also was able to expand the transaction types it exchanged with 60 of its trading partners to now include payments and advanced ship notices. By providing Insight with the ability to conduct a complete suite of electronic transactions, GXS has helped Insight improve the efficiency of its supply chain and decrease time-consuming and costly manual processes. Ultimately, the company hopes to extend its B2B e-commerce network internationally to include hundreds of customers in Canada, Europe, the Middle East and South America.

Before coming to GXS, Insight Pharmaceuticals had received several requests from retailers to use the [AS2](#) protocol to send and receive transactions. The AS2 standard offers companies a direct and secure method to communicate EDI or XML transactions over the Internet. However, AS2 requires users to deploy software and ensure 24x7 server availability

in order to support the protocol in-house. After coming to GXS for its EDI needs, Insight was pleased to learn that GXS provided an AS2 outsourcing service that enabled them to send transactions to GXS via EDI that would then be translated into AS2 for their customers.

“The strength of a pharmaceutical brand’s B2B program is becoming an important differentiator in servicing the needs of large retailers. Suppliers with the flexibility to accommodate the increasingly customized requirements of their customers will ultimately win more shelf space and mindshare at key accounts,” said [Steve Keifer](#), vice president of Industry and Product Marketing at GXS. “Our goal with GXS Trading Grid is to enable any company regardless of its size, type or location to conduct B2B e-commerce using its preferred technology standard. Insight Pharmaceuticals’ rewarding experience migrating to GXS is what we strive to provide to all our customers — a B2B platform that enables cost efficiencies, but also accelerates growth through enhanced customer service.”

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, the GXS Trading Grid is used by more than 35,000 customers to exchange goods and services, gain visibility into global logistics operations and to synchronize 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 Insight Pharmaceuticals

Headquartered in Langhorne, PA, Insight Pharmaceuticals was founded to acquire niche consumer OTC drug products from larger companies, focusing on their biggest brands. The company's philosophy is to earn customer (retailer) loyalty and build consumer affinity by offering effective medications which target specific health needs, providing them with maximum relief of their symptoms. Insight has recently begun a campaign to re-establish these brands in the marketplace through focused consumer and trade marketing support. Insight Pharmaceuticals’ brands include Sucrets® Sore Throat and Cough Lozenges, N'Ice® Lozenges, Allerest and Nostrilla® Nasal Spray.

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. Organizations worldwide, including 75 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimize 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.com.

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