



News Release

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AIM North America's UID Supplier Alliance Joins Forces with Leading Lobbyist

The Normandy Group Selected to Provide Policy Expertise

Warrendale, PA - September 22, 2009 – The UID Suppliers Alliance (USA) committee, a committee supported by AIM North America, has announced the engagement of **The Normandy Group** to provide legislative support of the committee's mission to increase awareness of the Department of Defense's Unique Identification (UID) policy and the need for improved implementation of UID for asset management within the Department.

"The USA committee is thrilled to be working with one of the leading lobbying firms in this industry sector, and believes that they will expand the audience and influence of AIM North America's efforts to guide the United States government and its subsidiaries towards better UID policy adoption," states Gary Moe, chairperson, USA Committee.

The current rate of adoption is far from where it should be. The USA seeks to improve the understanding of UID policy and in turn improve implementation by collectively influencing enhanced adoption of UID policy across the Services and DoD suppliers. The Normandy Group was selected because of their extensive lobbying

experience, comprehensive understanding of the legislative and appropriations process, and a successful track record. Together, The Normandy Group and the UID Suppliers Alliance will design and implement a comprehensive strategy that, in the end, will result in full implementation of the UID policy.

“We’re honored to have the opportunity to represent AIM’s UID Supplier Alliance on matters related to the implementation of DoD’s UID policy, which is not only a critically important issue to the Alliance, but also to military service personnel and the taxpayers,” said Stan Skocki, Partner, The Normandy Group.

If your company recognizes the value of UID implementation and would like to get involved in ongoing advocacy on behalf of UID adoption, please contact the AIM North America office at +1 724 934 5688 or by email info@aim-na.org.

About the UID Suppliers Alliance Committee

The UID Supplier Alliance (USA) is a committee within AIM North America dedicated to raising the awareness and adoption of the UID Policy within the DoD agencies and DoD contractors, and includes leading providers of UID and other automatic identification and data capture (AIDC) solutions. Collectively these organizations have implemented hundreds of successful UID marking and data management systems, and have demonstrated how the systems benefit maintenance, inventory, production and traceability operations for the military and contractors alike.

For more information about the USA Committee, please visit the website at http://www.aim-na.org/uid_php.

The Normandy Group

The Normandy Group is a well-respected Washington, DC based government relations firm comprised of an experienced and dedicated team of professionals. The Normandy Group has considerable legislative and policy expertise, as well as a strong record of accomplishment with prominent trade associations, Fortune 500 companies, small and medium sized businesses, and not-for-profit organizations.