



Allred *Marketing*

3900 E. Camelback Rd. #610
Phoenix, Arizona 85018-2654

www.allredmark.com
Phone: 602-224-0447
FAX: 602-224-0544

FOR IMMEDIATE RELEASE

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Contact: Celeste Winters
Allred Marketing
602 224-0447 Ext. 107

Client: Allred Marketing

Allred Marketing Wins RFID Project *Multimedia Presentation at ProMat 05 in Chicago*

PHOENIX, AZ –Allred Marketing has been awarded a contract from the Material Handling Industry of America (MHIA) to design and produce a multimedia marketing and educational program to be featured at ProMat 05, January 10 - 13, at Chicago's McCormick Place South. Held biennially, ProMat is North America's premier material handling logistics trade show.

RFID (Radio Frequency Identification) technology is widely viewed as the eventual replacement for current bar code technology and is being thrust into the spotlight now thanks to Wal-Mart and the Department of Defense. Both have informed their major suppliers that they will require RFID "tags" on all incoming goods within 12 to 36 months. Needing to understand the logistics of implementing this technology, suppliers are clamoring for information.

"We are pleased to be chosen to produce this leading-edge technology program," said Jane Allred, president of Allred Marketing. "We believe our in-depth knowledge of Supply Chain Logistics and our experience in presenting those concepts clearly and creatively led to this award. Businesses are anxious to understand how RFID will affect them, and this multimedia theater at ProMat 05 is the perfect way to demonstrate to potential users how the technology works and how they can apply it in their operations."

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The Material Handling Industry of America (MHIA) is the leading non-profit trade association of material handling and logistics providers. Active members are material handling and logistics equipment, systems and software manufacturers; consultants; systems integrators and simulators; third party logistics providers and publishers.

Allred Marketing is a full service agency specializing in business-to-business marketing focused on Supply Chain Logistics clients. Established in 1985, Allred marketing serves a national and international client base from its headquarters in Phoenix, Arizona.

For more information on this project, please visit the MHIA web site at www.mhia.org/articles/1_12_04.cfm To learn more about Allred Marketing's role in this project or about the services offered by Allred Marketing, please call 602 224-0447 or visit the web site at www.allredmark.com.

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