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iTradeNetwork and FCPC Join Forces to Create Incremental Value for Canadian Food Manufacturers

*iTradeNetwork Solutions Deliver Deep Supply Chain Visibility
Needed to Increase Manufacturer Sales and Reduce Supply Chain Costs*

PLEASANTON, CA. – February 9, 2009 – iTradeNetwork Inc. (ITN), the leading global provider of on-demand supply chain management and intelligence solutions to the retail, hospitality and foodservice industries, today announced its partnership with Food & Consumer Products of Canada (FCPC). As the national industry association in Canada representing the food and consumer products industry, FCPC represents member companies ranging from small, independently and privately-owned companies to large, global multinationals all of whom manufacture and/or distribute in Canada. ITN will work with FCPC and the FCPC Foodservice Executive Advisory Committee in bringing incremental value to manufacturer members.

By leveraging ITN's solutions such as Sales Insight and Contract Management product suite, FCPC's goal is to help their members increase sales and reduce costs. A hosted, on-demand solution, Sales Insight combines the latest sell through information with an intuitive and interactive application, delivering deep visibility unavailable in a typical business intelligence or reporting solution. Sales Insight enables salespeople to spend less time analyzing and more time taking action. ITN's collaborative Billback & Rebate Management solution allows manufacturers to communicate, synchronize and validate contract terms and associated proof of performance with their customers. Benefits include: increased claim accuracy and improved speed of payment; reduced administrative overhead; reduced errors, disputes and reconciliation time; and focused interactions with buyers on growing the business, not disputing claims.

"Our vision is to be the most respected voice of the Canadian food, beverage and consumer products industry, while providing leadership to member companies so they can better compete, innovate and sustain growth," said Lesley McKeever, Senior Vice President of FCPC. "By teaming up with ITN, we will now be able to help manufacturers' sales people be more effective and successful in their daily routine. The company's future product offerings are aligned with our main goal in helping our members create value."

"ITN is offering FCPC members the opportunity to collaborate with their trading partners to effectively reduce costs and increase sales," said Rob Bonavito, CEO of ITN. "We look forward to assisting the manufacturer members' growth and competitive advantages especially in the current state of the global economy."

About iTradeNetwork Inc.

iTradeNetwork Inc. is the leading global provider of on-demand supply chain management and intelligence solutions to the retail, hospitality and foodservice industries. Built upon deep industry expertise, a rich data foundation and our industries' most extensive trading partner network, ITN's collaborative solutions allow distributors, manufacturers, operators retailers, suppliers and wholesalers of all sizes to reduce cost, grow revenue and strengthen trading partner relationships. Today, ITN's growing customer list includes over 5,500 global companies. For more information, visit www.itradenetwork.com.

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