



News Release

FOR IMMEDIATE RELEASE

Contact:

Elizabeth Roth
Stratum Global, Inc.
630-424-0330
lizr@stratumglobal.com

**Coastal Pet Products meets RFID Compliance
with Stratum Global**

Littleton, CO – July 20th, 2005 – Coastal Pet Products headquartered in Alliance, Ohio selected Stratum Global's TagNet solution to meet their RFID compliance deadline with Target. As a leader in the pet supply industry, Coastal was selected as a vendor by Target to begin implementing RFID tagging on products shipped to those participating Target distribution centers and stores.

Coastal Pet Products will be utilizing Stratum Global's TagNet foundation modules to fulfill their RFID requirements with Target. After an in-depth evaluation of Coastal's manufacturing facility performed during Stratum's Readiness Assessment, the implementation team selected a Slap n' Ship solution with ship verification capabilities of their mixed SKU cases using Serialized Shipping Container Codes (SSCC).

"Target is expecting 100% read rates of tagged cases that are processed through their RFID enabled DC's," said Jeffery Miller, general manager at Coastal Pet Products. "This was an opportunity for Coastal to gain a benefit from the implementation, by verifying the tags and logging that information we can document our verification process and counter any future chargeback questions."

Stratum Global offers a variety of solutions for companies facing a retailer's RFID compliance mandate. All solutions are fully scalable and adjust as the business requirements for RFID increase. Coastal Pet Products will implement RFID within their business model where it makes sense and when it makes sense.

“Stratum’s TagNet solution is highly integrated into Coastal’s existing systems such as their labeling, logistics, and ERP software – while residing natively on their enterprise IBM server,” said Alan Christensen, chief technology officer at Stratum Global. “As Smart Labels are commissioned, this information is stored for future verification as cases go through pallet forming. The final tag verification process takes place during the stretch wrapper operation via an integrated reader station – ensuring that all tagged cases on that pallet are read 100%.”

About Coastal Pet Products:

Coastal Pet Products has been in business since 1968. Focusing on customer satisfaction, Coastal Pet Products provides the highest quality products and each product is tested for function and safety to assure the item provides comfort and security for all pets. For more information, visit www.coastalpet.com.

About Stratum Global

Stratum Global is a software solutions company and systems integrator that develops and markets Radio Frequency Identification (RFID) solutions for various platforms and Applications. We provide complete implementation services including Site Surveys, Hardware installation & enterprise integration to support the total RFID solution. Stratum Global focuses on small and medium sized manufacturers and suppliers and offers a suite of software that supports the RFID initiative that is rapidly being adopted by forward thinking organizations. Our sole business is RFID throughout the supply chain and has plans to expand into other RFID initiatives as those markets emerge. Quality products, services, support and people are what differentiate Stratum Global from its competition. For more information call 303.730.7343 or visit www.stratumglobal.com.