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RETAIL B2B EXPERT, DAVID HUTCHINGS, TO STRATEGIC ADVISORY BOARD**

Fairfax, VA, February 28 – Today RollStream is pleased to announce the appointment of David Hutchings to a strategic advisory role. Mr. Hutchings will work closely with RollStream as they engage the consumer packaged goods vertical and enhance their next generation Trading Partner Relationship Management (TRM) platform for global consumer goods businesses.

Mr. Hutchings, most recently a Senior Executive with Kraft Foods, was responsible for the management of Kraft's Business-to-Business (B2B) programs including EPC/RFID, global data synchronization, product identification and supplier collaboration. Mr. Hutchings has also served as Vice Chair on the board of GDSN, Inc., and served as Chair of the Board of the Data Interchange Standards Association.

"I am excited to be working with a company that truly appreciates the challenges of business to business collaboration in a world where people and relationships between businesses are now critical to consumer response," said Dave Hutchings. "RollStream's Trading Partner Relationship Management Solution recognizes that people are front and center in B2B activity management, and ensures they are both empowered and in control of joint business processes that have been historically very manually governed".

“Dave is coming on-board at a crucial time. Standardization of joint-business-processes and trading partner collaboration are essential for business growth, therefore the need for RollStream’s TRM solution is not just significant, it is necessary” says Jay Jayamohan CEO of RollStream. “Mr. Hutchings’ decades of experience inside Kraft Foods, and as a key architect and proponent of the global B2B collaboration community, will assist us to further anticipate the needs of customers, not only in retail and consumer goods manufacturing, but across all industry verticals.”

About RollStream, Inc., is an enterprise platform for trading partner relationship management (TRM). Our zero-install Web application allows businesses to organize, communicate and control trading partner activities using secure and private enterprise social networks. Unlike the manual process in which trading partners are managed today, RollStream enables our customers to extend their capabilities beyond the enterprise, aligning all the people who contribute to the business-to-business trading partner lifecycle. Visit us at www.rollstream.com.

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