

NEWS RELEASE

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Icon Global Link and SFI International Speak on World's Best Practice Risk Management at the Global Food Safety Conference in London, England

London, England – February 2011 – Icon Global Link (IGL), a risk management solutions provider and SFI International, (SFI) a customer relationship management provider will be addressing the 2011 Global Food Safety Conference on the topic: Applied Risk Management - Best Practice Methodology and Solutions.

The presentation will describe practical real life solutions to the issues of compliance and risk management across the world today. They will draw on their experience working with some of their customer that represent the largest food and retail companies in the world.

The two were requested to speak at the Global Food Safety Conference when one of the Directors of the Consumer Goods Forum, Catherine Francois listened to them at the China International Food Safety & Quality Conference held in Shanghai in November 2010. After their presentation Catherine stated "The approach to Food Safety and Risk Management linked to Consumer feedback you describe in your presentation is one which resonates perfectly with the growing need to manage risk holistically, rather than managing issues in silos. It provides greater validation and corporate compliance"

Icon Global Link (IGL) is a risk management software and consultancy business based in Melbourne, Australia. The Integrated Standards Enforcement System (ISES[®]) software is IGL's flagship suite of software that enables its customers to attain world's best practice in managing Food Safety/HACCP plans as well as other risk systems. ISES[®] enables timely responses to day-to-day Food Safety, Food Quality and risk issues. The system allows pro-active and evidence-based identification of opportunities for process improvement and facilitates a consistent approach to risk assessment and documentation. IGL provides its customers and resellers implementation, hosting, project management, training and technical support. Core industries presently serviced by IGL include food, water, and infrastructure, including companies such as Heinz, IGA-Metcash, Murray Goulburn, Wrigley's, East Gippsland Water IBM and KPMG. IGL recently completed a world-first supply chain risk assessment for beef and dairy products from Australian farms to United States retail establishments. The project is now progressing to pilot phase and is supported by the Australian Office of Prime Minister & Cabinet, the Victorian Government and the US Department of Homeland Security.

SFI International (SFI) is a global supplier of quality 'Consumer Relationship Management' solutions and software, including the industry standard Care CRM[™] system used extensively by corporate to manage a holistic view of all phases of customer interaction. SFI gives medium to large organisations effective information workflow and control of internal and external customers, while ensuring management receives the right information in real time. This systems approach allows flexibility and full integration with current operations, procedures and policies within the organisations they service. The latest version release of Care CRM[™] delivers business the complete understanding of consumer sentiment linked to Food/Product safety risk plans needed for today's business to drive consistent and validated improvement. Working with iconic brands has provided knowledge and an approach to Risk Management and Consumer Feedback with direct links to Critical Control Points that drive alerts and workflow actions.

Together IGL and SFI provide a refreshing and intuitive approach to Food Safety that allows companies to better manage the complete process for risk from 'seed to stomach' and meet the core demands placed on Consumer Goods and Retail companies in today's market by Government, regulators, auditors and their consumers.