

## Indigene Well Received at ECRM Vitamin, Diet & Sports Nutrition EPPS in Florida

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Efficient and Collaborative Retail Marketing (ECRM) is the industry leader in business planning, offering a streamlined sales and marketing supply chain for manufacturers and retail buyers around the world. The concept links buyers and sellers together at what the company has termed, Efficient Program Planning Sessions (EPPS). The software provided at the show allows buyers and sellers to share product data, plan upcoming seasonal promotions, conduct follow up, send forms electronically, and view advertising circulars. In January this year, four members of the Indigene Sales and Marketing team attended the Vitamin, Diet & Sports Nutrition EPPS in Florida. At this event, Indigene had scheduled meetings with over 37 Drug, Mass Merchandise, Food, Fitness and International retailers over three days. The event provided Indigene with the opportunity to establish multiple new business partnerships and to further strengthen relationships with current retail partners. "The meetings were very productive and resulted in some solid strategic and tactical ideas for the Indigene Sales and Marketing teams to pursue over the next year," said Indigene Marketing Manager, Serena Mistry.