

<b>S. Joe Bhatia</b> President and CEO American National Standards Institute	<b>ISO Commercial Policies Steering Group (CPSG)</b> June 17, 2010 – New York, NY
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Good morning, everyone.

My name is Joe Bhatia, and I am the president and CEO of the American National Standards Institute, often referred to as ANSI. It is my pleasure to welcome you to New York City for the 20<sup>th</sup> meeting of ISO's Commercial Policies Steering Group.

The last time ANSI hosted a CPSG meeting was back in May 2003 . . . We are very pleased to have you all here again for what we hope will be a very productive and successful meeting.

Over the course of the next two days, you will be addressing a number of issues that are of critical importance to the continued health and growth of ISO's business.

First, I know you have all put a lot of time and energy into justifying the current ISO business model. Some member bodies are facing the challenge from their constituents that International Standards should be free. And while I think this debate is always going to be a challenge for us, it is excellent news that the CPSG has developed a well reasoned response as to why the current business model should remain in place. Thank you for all of your hard work on this front.

New products and services will also be discussed at length today and tomorrow, as this group seeks out new ways to help grow ISO's pub sales revenue. I know that ISO has approved the XML-based publishing project . . . an effort that surely represents a great deal of behind-the-scenes conversion work, but that will be well worth it in the end. Standards customers are always looking for more robust and flexible functionality, and by publishing International Standards in XML, we are going a long way toward meeting that marketplace demand.

I will be pleased to speak with each of you in more detail this evening at our cocktail reception and dinner. But for now, I wish you all the best for a productive meeting. I hope you have a chance to explore this terrific city and enjoy all that the Big Apple has to offer.

Thank you for your attention.

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