



July 26, 2007

**Army and Air Force Exchange Service, Associated Food Stores, McLane, SUPERVALU, Wakefern, Wal-Mart and Wegmans Food Markets
Collaborate to Launch a Department Focused Data Sync Campaign**

Dear Supplier Community,

In an effort to accelerate the joint value and benefits of synchronizing accurate data with our trading partners, we will be working together with 1SYNC to execute a supplier adoption campaign focused on specific departments and categories. Over the next few months, we will align and focus our efforts on engaging suppliers within specific departments and categories starting with Dry Grocery.

We have decided to rollout the Dry Grocery department first. Categories include but are not limited to:

- Tobacco
- Shelf stable juice
- Candy and confectionary
- Baking goods
- Canned vegetables & fruits
- Snacks
- Sauces
- Cereal

The first step towards engaging in data synchronization is to ensure that your data is accurate. Receiving accurate product information via a global standards process is foundational to the success of current and future supply and demand chain initiatives. Retailers and suppliers both benefit when all items are 100% synchronized as it enables our respective merchant and sales teams to move to a single, more efficient business process. Utilizing the Global Data Synchronization Network (GDSN) helps accelerate the speed to shelf for new items, reduce logistics costs, and also helps improve supply chain productivity.

We have asked 1SYNC to conduct educational web seminars for our Dry Grocery suppliers in the coming weeks. Dry Grocery suppliers should plan to attend a web seminar at 10:00AM Central Time on one of the following dates: July 31, August 2, August 7, or August 9 by [registering here](#). These web seminars will be supported by members of our staff in order to ensure you understand the business benefits, our expectations and get your questions answered.

Further information will also be communicated soon for vendors in the Frozen Foods, Health & Beauty, General Merchandise, Packaged Fresh Foods, and Dairy departments.

Synchronizing data using the GDSN is an integral part of supply chain business processes across the globe. 1SYNC is an excellent resource to learn more about how to prepare for and begin data synchronization process. They can be reached at +1 866.280.4013.

Please take advantage of this opportunity to demonstrate your commitment and leadership.

Sincerely,

Margaret A. Burgess, Senior Vice President Sales Directorate, AAFES

Brian Duff, VP Marketing and Procurement, Associated Food Stores, Inc

Keith Ross, Director of Merchandising, The McLane Company

Duncan Mac Naughton, Executive Vice President Merchandising & Marketing, SUPERVALU INC.

Jane Haugarth, Executive Vice President, President and COO, Supply Chain Services, SUPERVALU INC

Alan Aront, Vice President, CISD, Wakefern Food Corporation

DeDe Priest, Senior Vice President/GMM, Food Division, Wal-Mart Stores Inc.