



Associated Wholesale Grocers, Inc.

5000 Kansas Avenue • P.O. Box 2932
Kansas City, Kansas 66110-2932 • (913) 288-1000

March 1, 2007

You are invited to attend a “Data Synch on-boarding meeting” on Tuesday, March 20, 2007 at 1:30 p.m. at our Kansas Avenue location. AWG/VMC is progressing in Phase 1 of synchronization of item data with vendors. Today we have 167 total vendors with items synchronized with AWG/VMC through their data pool, and 90 of those vendors have a majority of their items synchronized.

Phase 2 of item load starts April 1, 2007, when we begin to bring all the remaining vendors on board in the process of data synchronization. We are working through the broker organizations to accomplish this, since you can determine quickly who should be the contact person at that vendor to accomplish data synchronization.

By April 15, 2007, we would like to have “one item” for each of your vendors submitted through 1Sync or another data pool to AWG/VMC, so that we can determine if there are any discrepancies in the data attributes, which AWG/VMC requires to be synchronized. To facilitate this, we will provide each broker with a listing of all the items in distribution at AWG/VMC for the vendors they represent, along with the “one item” to be synchronized by April 15th.

We have commissioned the Epic Group to help us facilitate this process, and to coordinate all the activity with the AWG/VMC brokers and the vendors they represent. For this segment of Data Synchronization, we need each broker organization to have close communication with Epic to schedule the on-boarding process for your vendors.

If you find that a vendor you represent does not have the ability or knowledge to undertake Data Synchronization, we recommend they use Epic’s inexpensive service to accomplish this, which manages the entire process for the vendor. Epic is offering your vendor a special \$100 package to perform the service of achieving “one item” synchronization by April 15, 2007. Thereafter, your vendor has the option to select another provider or continue with the economical Epic service for all their items. A copy of that program is included in your packet today. You can work with any other 3rd party if you choose.

Our 2007 objective is to have as many suppliers as possible fully synchronized with the items that they have in distribution within AWG/VMC/VMC warehouses by year-end. Please help us achieve that goal!

Thank you,

A handwritten signature in cursive script that reads "Ed Gallina".

Ed Gallina
Executive Director Category Management

