

April 6, 2007

Dear Associated Food Stores Supplier:

Associated Food Stores, Inc. (AFS) has recently endorsed the Global Data Synchronization Network (GDSN) and we are asking our suppliers to synchronize item information with us via the GDSN. This initiative will enable our suppliers to quickly and efficiently exchange valuable supply chain data that is accurate and compliant with universally supported GS1 System standards.

This will help our suppliers and AFS realize benefits including:

- Significant reduction in invoice deductions
- Faster introduction of new products
- Reduced dispute resolution time

As an important supplier to AFS, you need to synchronize your item information with us via the GDSN. In order for you to be ready, you need to subscribe to the GDSN (if you have not subscribed already) and develop your implementation plans. Your organization can begin this process by taking the following steps:

If you are currently a subscriber to a GDSN-certified Data Pool:

1. Contact Rita Edmunds, Data Synchronization Specialist, AFS, at +1 801.978.8940 or rlledmunds@afstores.com to begin the data synchronization process
2. Be prepared to provide AFS with your contact information, GLN, and Data Pool
 - AFS will send a subscription to your GLN
 - AFS will go straight into Production, rather than testing in a test environment
3. Publish a limited number of GTINs as an initial load
 - AFS will provide feedback on the initial results and go forward from there

If you are **not** currently a subscriber to a GDSN-certified Data Pool:

- We ask that you contact 1SYNC™, our GDSN-certified Data Pool of choice, at +1 866.280.4013, Option 1, to learn more about how to meet our data synchronization requirements.
- You can also visit www.1SYNC.org to learn more about the benefits your company will receive from using its services and the GDSN.

If you are not the correct person to lead this initiative at your company, you should forward this letter to the senior manager of your sales organization and the head of your information technology group. As mentioned earlier, AFS is fundamentally changing the way we do business with our trading partners through our use of the GDSN and the 1SYNC Data Pool Solution. If you have yet to start on your data synchronization initiative, the time is now. We are asking that you synchronize your item information with us so that we can mutually improve our supply chain efficiencies.

Sincerely,



Brian Duff
Vice President of Procurement and Marketing
Associated Food Stores, Inc.