



July, 2009

Dear Associated Food Stores Supplier:

Associated Food Stores (AFS) previously has sent you information regarding the Global Data Synchronization Network[®] (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.

We would like to thank all of our Suppliers who have taken the necessary steps to support us in our effort to move forward with synchronizing product information via the Global Data Synchronization Network[®] (GDSN[®]).

As an important supplier to AFS, you need to synchronize your item information with us via the GDSN. If you are currently a subscriber to a GDSN-certified Data Pool please follow the below steps:

1. Contact Rita Edmunds, Data Synchronization Specialist, at (801) 978 -8940 or riedmunds@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 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.