



October 14, 2009

To: All Suppliers,

The Kroger Company is making plans to implement Global Data Synchronization (GDS) via 1SYNC. In preparation to enable GDS, Kroger continues to transition our business partners to utilizing the Global Trade Item Number® (GTIN®) in our current item database and will now begin a data quality assessment program with 1SYNC. To that end, we are asking our warehouse suppliers to begin publishing all item information through GDS to Kroger as soon as possible. (Our Direct Store Delivery [DSD] items will **not** be included in this initiative at this time). Kroger will initially compare the case dimensions and weight information from GDS to what we have currently in our item file and investigate differences via manual measurement of case items. **Please note that this step does not replace your current item setup process.** This is a data quality audit assessment process to identify potential benefits of GDS implementation and we will use the correct data to update our existing files immediately.

We are asking all suppliers to publish their item information via the GDSN by following these steps:

1. If you are not currently synchronizing data through the Global Data Synchronization Network (GDSN), get started by contacting 1SYNC at 1-866-280-4013, Option 1, or by visiting www.1SYNC.org.
2. Go to <http://www.1SYNC.org/Kroger> and review the **Kroger FAQ document**
3. Begin publishing your data to Kroger immediately at the highest level of the product hierarchy. (You will not receive a subscription request from Kroger.)

Please Note: Kroger will not be sending a Catalogue Item Confirmation (CIC) message

We appreciate your support as we move forward with this important initiative.

If you have additional questions, please contact **1-866-280-4013, Option 2.**

Sincerely,

The Kroger Company