



September 30, 2008

To: **Supplies Community**
Re: McLane Company's Global Data Synchronization Initiative

The McLane Company believes that data synchronization is the only cost effective and consistent method to ensure that trading partners are sharing accurate and relevant information with each other, leading to increased supply chain efficiencies. Improving data accuracy is particularly important in these challenging categories.

Synchronizing data using the Global Data Synchronization Network® (GDSN®) utilizing the GS1 Global Registry, is an integral part of supply chain business processes across the globe. **We are asking you to join us in our support of the GDSN. If you have yet to begin your data synchronization initiative, the time is now. Please support us in our efforts to synchronize the Supplies Category in their entirety so that we can all maximize our value of data synchronization and drive a faster return on investment.**

Over eleven thousand retailers, brokers, distributors, wholesalers, and suppliers are currently synchronizing data within the GDSN. These trading partners are receiving value from exchanging information in this manner. We have found that trading partners can eliminate data discrepancies, which industry studies have shown can reach as high as 30% of all items. After a few weeks, trading partners experience efficiencies and savings by reducing time spent on data maintenance and order processing.

Learn more:

McLane utilizes the 1SYNC™ Data Pool Solution, a not-for-profit subsidiary of GS1 US™, for data synchronization in the GDSN. We ask that you contact 1SYNC, the leading implementer of supply data synchronization. Please visit the 1SYNC website at www.1sync.org to learn more about the benefits of data synchronization, as well as the McLane specific page at <http://www.1sync.org/mclane.html> on how to synchronize with McLane.

Your next steps:

- 1) **Let McLane know your intentions.** Provide your publishing information, including data sync contact information to supplierGDS@mclaneco.com.
- 2) **Join 1SYNC, call +1.866.280.4013, Option 1** or contact a GDSN-certified data pool of your choice **by November 30, 2008.**
- 3) **Get prepared** to synchronize data for **all** your items in the Store Supplies category.
- 4) **Begin synchronizing data with us for all current items in the Supplies category by January 31, 2009**

McLane will be hosting web seminars that will help you understand the data synchronization process. Please register for an upcoming session by visiting <https://www.livemeeting.com/lrs/1100006351/Registration.aspx?pageName=1433t5cfw6555tj0>

*Please understand that if you do not take the required steps to participate in our data synchronization programs, you will no longer be able to add new products or make changes to existing products in this category after **March 31, 2009.***

Regards,

Keith Ross
Director of Merchandising
McLane Company