



Corporate Offices
19011 Lake Drive East
Chanhassen, MN 55317

October 27, 2008

Dear Supplier:

SUPERVALU has been synchronizing item data via the Global Data Synchronization Network® (GDSN®) with our Vendor Partners for over five years. As a result, over 650 Vendor Partners, including competitors of yours, benefit from a more efficient and cost-effective relationship with SUPERVALU.

Your company has been identified as being capable of synchronizing item data with SUPERVALU, but has not begun publishing items to us. We request that you take the necessary steps to begin actively synchronizing accurate item data with SUPERVALU effective immediately. It is critical that this begins no later than December 15, 2008.

Your next steps are to contact DataSync@SUPERVALU.com, complete the *Trading Partner Data Sheet* attached. Once we have your company set up on our side we will instruct you to begin publishing.

Synchronizing accurate item data is an integral part of supply chain business processes across the globe. We thank you in advance for executing against this important initiative and trust that no additional follow-up will be required on our part.

Sincerely,

Greg Zwanziger

Director eCommerce Business Development
SUPERVALU INC.