



Corporate Offices
19011 Lake Drive East
Chanhassen, MN 55317

March 8, 2006

Dear Vendor Partner:

On November 14, SUPERVALU along with Albertsons, Associated Food Stores, Associated Wholesale Grocers, Unified Western Grocers, Wal-Mart and Wegmans issued a letter to the community endorsing the Global Data Synchronization Network (GDSN) and requesting that our suppliers use the GDSN when synchronizing data with us.

As a follow up to those announcements, we are now targeting to complete data synchronization with all suppliers for the following categories by March 31, 2006:

- Cigarettes
- Frozen Vegetables
- Hair Care
- Processed Packaged Meat
- Sugar

SUPERVALU is currently recognizing value from synchronizing data with suppliers within the GDSN utilizing the 1SYNC Data Pool. Areas of improvement include new item set up, logistics, invoicing, speed to market, and data accuracy. We ask that you contact 1SYNC, who has a proven ability to implement our trading partners and a dedication to standards-based data synchronization, or any other GS1 GDSN-certified Data Pool, to connect with us immediately.

Your next steps:

- 1a) Enroll with 1SYNC by contacting the organization by phone at +1 866.280.4013, option 1, or
- 1b) Contact the GS1 GDSN certified Data Pool of your choice.
- 2) Begin cleansing and loading data for your company's items into your Data Pool.
- 3) Contact Kim Johnson via email at Kim.D.Johnson@supervalu.com to begin synchronizing data with us for all current items in the Cigarette, Frozen Vegetable, Hair Care, Processed Packaged Meat and Sugar product categories by March 31.

Synchronizing data utilizing the GDSN is now an integral part of supply chain business processes across the globe. We are asking that you join with us to complete data synchronization in these categories so that we can all maximize the value of data synchronization and drive a faster return on investment.

Sincerely,