

**Leland Dake**  
Vice President Merchandising  
Distribution Food Companies  
**SUPERVALU INC.**

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Corporate Offices  
19011 Lake Drive East  
Chanhassen, MN 55317  
952-294-7335  
Fax 952-294-7071

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To SUPERVALU Trading Partners:

As part of SUPERVALU's ongoing effort to provide world-class service to our customers and trading partners, we have adopted the grocery industry's e-commerce standards. In the future, SUPERVALU plans to communicate electronically with all of our trading partners, and we are asking each of our suppliers to join us in this initiative.

During the months ahead, we will begin aggressively rolling out implementation of the UCCnet industry supported services for synchronizing EAN. UCC standards ensure the consistency of information shared between trading partners and Accent's associated GLOBAL registry services. For the grocery industry, adoption of these e-commerce standards will result in greater efficiency, improved productivity and increased competitiveness. For this program to be successful, all our trading partners must join UCCnet.

By using UCCnet, SUPERVALU will reduce invoicing errors, implement faster new product introductions and realize greater supply chain efficiencies because our data will be "in sync" with your data. As a member of our trading community, you will realize tremendous benefits as well including:

- Significant reduction in invoice deductions
- Faster introduction of new products
- Reduced dispute resolution time
- Enablement of other value-added e-commerce applications

In addition, your participation in UCCnet's industry-wide service will get you "in sync" with other major retailers such as Wal\*Mart, Food Lion, Ahold and Shaw's, all of which have currently implemented UCCnet's services.

As a key SUPERVALU supplier, you will need to become a UCCnet member by April 5, 2004. Your products must be registered in UCCnet's GLOBALregistry and be available to SUPERVALU. To help ensure that you are ready to operate under this new business model, we have established an implementation timeline for you.

**1) By February 2, 2004, assign a key contact for this initiative**

Communicate key contact name, title and contact information via e-mail to [Kim.D.Johnson@supervalu.com](mailto:Kim.D.Johnson@supervalu.com); Kim is facilitating this process for SUPERVALU. She can be reached by phone at (952) 294-7059. Please contact her when you are ready to begin the data synchronization process.

**2) Become a member of UCCnet By April 5, 2004**

Sign a Trading Partner Service Agreement (TPSA) and pay your membership dues. Additional information on how to accomplish this may be found at [www.uccnet.org](http://www.uccnet.org), or by calling 866-280-4013.

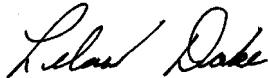
**3) Have your data loaded in the UCCnet Global Registry No Later Than June 7, 2004.**

**4) Have your data synchronized with SUPERVALU No Later Than January 1, 2005.**

The success of this initiative is critical to SUPERVALU as well as the grocery industry. We look forward to partnering with your organization to reach the deadlines listed above.

If you are not the correct person to lead this initiative at your company, please forward this letter to the senior manager of your sales organization and the head of your information technology group.

Thank you for your prompt attention to this matter. We appreciate your partnership and look forward to building on our strong working relationship.



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