



Wakefern Food Corporation

September 1, 2008

Dear Wakefern Suppliers,

In our on-going efforts to improve supply chain efficiencies, Wakefern Food Corporation has endorsed the Global Data Synchronization Network (GDSN) to synchronize item information between our organizations. This initiative will enable our suppliers to exchange valuable supply chain data that is accurate and compliant with GS1 standards.

Synchronization of your item information via the GDSN will reduce invoicing errors, support faster introduction of new items and reduce dispute resolution time. For additional information and benefits resulting from the GDSN and data synchronization, please visit 1Sync ([http://1sync.org/industry\\_studies.html](http://1sync.org/industry_studies.html)).

If you are currently a subscriber to a GDSN certified Data Pool, please contact one of the following Wakefern associates by November 1, 2008 to begin the data synchronization process:

Ron Yurash – Grocery Division	732-521-8710
Joe Rizzo – General Merchandise	732-521-8460
Chuck DeGirarde – Frozen Foods / Dairy	732-512-6714

If you are not a subscriber to a GDSN certified Data Pool:

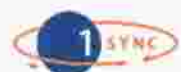
- 1) Get started by contacting 1Sync at 1-866-280-4013, option 1; or by visiting [www.1Sync.org](http://www.1Sync.org). For a complete list of GDSN certified Data Pools, go to [http://www.gs1.org/docs/gdsn/gdsn\\_certified\\_data\\_pools.pdf](http://www.gs1.org/docs/gdsn/gdsn_certified_data_pools.pdf)
- 2) Work with your GDSN Certified Data Pool to cleanse and load your data.
- 3) Begin synchronizing your data with Wakefern.

We expect that you understand the urgency of this request and will respond to [DataSync@Wakefern.com](mailto:DataSync@Wakefern.com), no later than December 1, 2008, with the contact information (Name, Title, Phone Number and Email address) for the individual assigned to this project. And by January 1, 2009, you will have begun the process of data synchronization by joining a certified data pool.

Synchronizing data using the GDSN is an integral part of supply chain business processes across the globe. We are asking that you join us in our support of this initiative and mutually benefit from the value of data synchronization.

Thank you,

Natan Tabak  
Senior Vice President



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