



Wakefern Food Corporation

June 1, 2009

To: Our Supplier,
Re: Global Data Synchronization

Over the last 6 months, Wakefern has sent information to our suppliers regarding our initiative to use the Global Data Synchronization Network (GDSN) to synchronize item information between our organizations. Wakefern recognizes the value that data synchronization brings to our organization, benefits that include cost reductions within the supply chain and the elimination of data errors. These results can only be achieved from product data synchronized with our suppliers that is accurate and compliant with GS1 standards.

We will continue to focus our efforts on products purchased through our Grocery, Frozen Foods, Dairy, HBC and Non Foods divisions. However, if you currently synchronize product data with another retailer (excluding DSD products), regardless of product division, we ask that you take immediate action to begin synchronizing item data with Wakefern. It is important that you take the time to respond to this request, failure to comply by October 1, 2009, may lead to the assessment of administrative fees resulting from the correction of unsynchronized product data.

To learn more about the benefits of data synchronization, Wakefern has teamed with 1Sync, our selected data pool and a subsidiary of GS1 US, to offer web seminars that provide valuable information about this program. The link to register for our next web seminar can be found at:

<https://www323.livemeeting.com/lrs/1100006351/Registration.aspx?pageName=6d96mqdsh0r3sm65> . You can also find additional information about the Wakefern data synchronization program on our website: http://www.shoprite.com/cnt/Wakefern_GDS.html

For those companies attending the upcoming UConnect Conference in Orlando on June 3 – 5, we will be presenting an in depth review of our data synchronization program and other initiatives focused on data quality. Additional information about the UConnect Conference can be found at: <http://www.uconnectevent.org/>

For those vendors that have not begun the data synchronization process, it is critical that you get started right away, in order that you begin publishing your data with Wakefern by August 1, 2009.

Your next steps:

1. If you are currently a subscriber to a GDSN certified Data Pool, please provide your company contact information by email to datasync@wakefern.com .
2. If you are not currently subscribed to the GDSN, get started by contacting 1Sync at 1-866-280-4013, option 1: or by visiting 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
3. Work with your GDSN Certified Data Pool to cleanse and load your data. Register your items with the GS1 Global Registry.
4. Begin synchronizing your data with Wakefern.

We would like to thank those vendors that have taken the steps to support our initiative for synchronizing item information through the Global Data Synchronization Network. And, we look forward to working with the balance of our suppliers in making our supply chain efficient, accurate and error free.

Thank you,

Mike Durning
Manager of Data Integrity
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