



August 29, 2007

PHASE 2: Retailers Rollout Synchronization of Health and Beauty Aids (HBA) Department

Army and Air Force Exchange Service, Associated Food Stores, McLane, SUPERVALU, Wakefern, Wal-Mart and Wegmans Food Markets Collaborate on Department Focused Data Sync Campaign

Dear Supplier,

As communicated earlier, in an effort to accelerate the joint value and benefits of synchronizing accurate data with our trading partners, we are working together with 1SYNC in executing a supplier adoption campaign and are focusing our efforts on engaging suppliers in specific categories within departments.

Phase 2 of our rollout plan (starting today) focuses on the following categories (but not limited to) in the Health and Beauty Aids (HBA) Department:

- Hair care and Accessories
- Cosmetics, Fragrances
- Healthcare - Retail / Over-The-Counter Products
- Oral Care
- Baby Care
- Family Planning
- Feminine Hygiene
- Shaving Products
- External Care (Suntan Lotions, Lotion, Chap stick, Visine)
- Vitamins and Supplements

The first step towards engaging in data synchronization is to ensure that your data is accurate. Accurate product information is critical for the foundation of the Global Data Synchronization Network (GDSN) and to the success of current and future supply and demand chain initiatives. Retailers and suppliers both benefit when all items are 100% accurately synchronized as it enables a single, more efficient business process, accelerates the speed to shelf for new items, reduces logistics costs, and improves supply chain productivity.

We have asked [1SYNC](#) to conduct educational web seminars for our suppliers in the coming weeks.

- If you are **new to data synchronization**, please plan to attend a web seminar on one of the following dates by [registering here](#).
 - o September 11 at 10:00 AM Central Time
 - o September 13 at 10:00 AM Central Time
- If you are **already synchronizing data** with some of your retail partners and need to synchronize with other retailers, please attend a web seminar on one of the following dates by [registering here](#)
 - o September 6 at 9:00 AM Central Time
 - o September 18 at 10:00 AM Central Time

These web seminars will be supported by members of our staff in order to ensure you understand the business benefits, our expectations, and get your questions answered.

Synchronizing accurate data using the GDSN is an integral part of supply chain business process across the globe. 1SYNC is an excellent resource to learn more about how to prepare for and begin your data accuracy and synchronization process. They can be reached at +1 866.280.4013.

Please take advantage of this opportunity to demonstrate your commitment and leadership.

Sincerely,

Margaret A. Burgess, Senior Vice President Sales Directorate, AAFES

Brian Duff, VP Marketing and Procurement, Associated Food Stores, Inc

Keith Ross, Director of Merchandising, The McLane Company

Duncan Mac Naughton, Executive Vice President Merchandising & Marketing, SUPERVALU INC.

Janel Haugarth, Executive Vice President, President & COO, Supply Chain Services, SUPERVALU INC

Alan Aront, Vice President, CISD, Wakefern Food Corporation

Scott McCall, Senior Vice President/GMM Merchandising Consumables, Wal-Mart Stores Inc.

Paul Beahm, Senior Vice President/GMM, Pharmacy Division, Wal-Mart Stores Inc.

Donna Stettinisch, UPC/ Item File Administration, Wal-Mart Stores Inc.