



## **SUPERVALU successfully synchronizes data with 500 suppliers utilizing the 1SYNC™ Data Pool Solution**

### **FOR IMMEDIATE RELEASE**

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**Nashville, TN, June 7, 2006** — SUPERVALU (NYSE: SVU) announced today at the U Connect Conference in Nashville, Tenn., that it is successfully synchronizing supply chain data with 500 suppliers using the Global Data Synchronization Network (GDSN)-certified 1SYNC Data Pool solution. SUPERVALU is one of the largest companies in the United States grocery channel, operating more than 2,500 stores and providing distribution and related logistics support services to more than 5,000 grocery retail endpoints across the country.

With this achievement, SUPERVALU is now synchronizing data which represent almost 60 percent of its traditional supply chain services, non-perishable volume.

"We are excited to achieve this major milestone, and 500 suppliers in production sets a critical foundation for collaboration with our suppliers," said Mike Jackson, SUPERVALU president and chief operating officer. "GDSN has rapidly become the standard way we do business with these suppliers. By integrating new item notifications from the GDSN with our SVHarbor portal we have improved the accuracy of information entering our network, while decreasing the time to get new items to market. By leveraging data synchronization we are removing friction from every step in the supply chain, creating internal efficiencies as well as benefiting our suppliers, retail customers and the end consumer."

Jackson continued, "We look forward to leveraging this competency across our new, larger supply chain network now that we are coast-to-coast, border-to-border."

By implementing the 1SYNC Data Pool solution utilizing the GDSN, SUPERVALU and its suppliers realize benefits including reduced new-item set-up time, improved data accuracy, reduced logistics costs, reduction of purchase order and invoice errors, and greater speed-to-market for new product introductions.

Bob Noe, the CEO of 1SYNC, added, "This achievement by SUPERVALU proves that 1SYNC's solution is scalable and enables customers of any size to implement their data synchronization process quickly and efficiently while allowing customers to onboard their entire community. The net effect is that companies can increase their supply chain efficiencies and maximize their return on investment."



As part of future initiatives SUPERVALU intends to expand into synchronizing price and promotional data as well as item data. They are also looking to expand data synchronization with all non-perishable suppliers by the end of 2006.

#### **About SUPERVALU**

SUPERVALU INC. is one of the largest companies in the United States grocery channel. SUPERVALU holds leading market share positions across the U.S. with its approximately 2,500 retail grocery locations. Through SUPERVALU's nationwide supply chain network, the company provides distribution and related logistics support services to more than 5,000 grocery retail endpoints across the country. SUPERVALU currently has approximately 200,000 employees. For more information about SUPERVALU visit <http://www.supervalu.com>.

#### **About 1SYNC**

1SYNC™ is a newly-formed subsidiary of GS1 US™. The company is the combination of Transora and UCCnet, two Global Data Synchronization Network (GDSN)-certified data pools. GS1 US is a not-for-profit member organization of GS1 and is dedicated to the development and implementation of standards-based, global supply chain solutions. 1SYNC offers a range of data synchronization services that eliminate costly data errors, increase supply chain efficiencies, and promote the advancement of next-generation technologies, such as the Electronic Product Code™ (EPC). 1SYNC's experienced customer community encompasses nearly 3,500 companies, including over 45 major retailers. The 1SYNC Data Pool solution services a wide variety of industries, including grocery, alcoholic beverages, consumer package goods, office supplies, and entertainment. 1SYNC is headquartered in Lawrenceville, New Jersey with offices in the U.S., Brazil, France, Mexico, and UK. Visit [www.1SYNC.org](http://www.1SYNC.org) for more information.