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September 11, 2007
ATTN: Frozen Foods Suppliers

PHASE 3: Retailers Rollout Synchronization of Frozen Foods 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 3 of our rollout plan (starting today) focuses on the following categories (but not limited to) in the Frozen Department:

- Pizza
- Vegetables
- Ice Cream
- Frozen Meals
- Juice/Drinks
- Desserts
- Entrees

Please note that we continue to accept data from our Dry Grocery (phase 1) and Health and Beauty Aids (phase 2) suppliers.

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** you should plan to attend a web seminar at **10:00 AM Central Time** on one of the following dates by [registering here](#)
 - September 20, 2007
 - September 25, 2007
- If you are **already synchronizing data** with some of your retail partners and need to synchronize with other retailers, plan to attend a web seminar at **10:00 AM Central Time** on one of the following dates by [registering here](#)
 - September 18, 2007
 - September 27, 2007

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.

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

Alan Aront, Vice President, CISD, Wakefern Food Corporation

Pam Kohn, Senior Vice President/GMM Perishable Grocery, Wal-Mart Stores Inc.