



Wakefern Food Corporation

Monday, October 04, 2010

To: Our Suppliers

Re: Data Synchronization Initiative

In June 2009, Wakefern requested that your company begin synchronizing data through the Global Data Synchronization Network (GDSN) by October 2009. This mandatory program for suppliers of Grocery, HBC, Non Foods, Dairy and Frozen products, requires all product data be transmitted to Wakefern through a GDSN Certified Data Pool. As of today, we have not received a positive response that your company has begun working towards this objective.

If you are not yet synchronizing your data with Wakefern via the GDSN, please begin to do so immediately. Wakefern recommends the following steps for implementation:

1. Review the materials supplied in this packet:
 - Wakefern Data Synchronization Vendor Fact Sheet
 - Complete and return to datasync@wakefern.com or fax to 732.906.5072
 - Wakefern Data Synchronization Overview
 - Explanation of Data Synchronization benefits and procedures
 - Wakefern's Data Synchronization Implementation Guide
 - Contains frequently asked questions and procedures regarding Data Synchronization with Wakefern
2. Visit http://www.gs1us.org/customers/wakefern_food_corporation for additional detailed information
3. Select a certified data pool provider (ie. 1SYNC) and return a copy of Wakefern Data Synchronization Vendor Fact Sheet.
 - 1SYNC - http://www.gs1us.org/1sync/subscribe_now and click "Subscribe Now" button and access the "1SYNC Trading Partner Service Agreement (TPSA)"
 - Or call +1 866.280.4013, Option 1
4. Once you have completed necessary systems development and a complete audit of all item data, send a partial (5-10 items) item file as an "Initial Load".
5. Begin synchronizing remaining existing items, item changes, and new items via the GDSN, immediately.

Failure to comply with Wakefern's Data Synchronization Mandate will lead to the assessment of administrative charges associated with an ongoing audit process of your item data.

Any questions or concerns regarding this mandatory program can be sent to datasync@wakefern.com or contact Krystal Parmer at 732-906-5082.

Thank you,
Mike Durning
Wakefern Food Corporation
Manager of Data Integrity
732-906-5071