



Monday, September 16, 2013

Dear Valued Supplier,

I am pleased to announce that H-E-B has recently joined the Global Data Synchronization Network™ (GDSN®) and have partnered with 1WorldSync as our GDSN-certified data pool of choice. In the near future, we will be asking all of our suppliers to take advantage of this efficient method to transfer item data and maintain product information through the process of global data synchronization.

What is Data Synchronization and how is H-E-B participating?

Data Synchronization is the electronic transfer of standardized product and location information between trading partners and the continuous synchronization of that data over time. The *Global Data Synchronization Network™ (GDSN)* is an automated, standards-based global environment that enables secure, continuous data synchronization and supports accurate item attributes such as weight, dimensions and quantity. H-E-B is committed to leveraging data synchronization to further improve operating efficiencies and the accuracy of product data.

What are the benefits of synchronizing data with H-E-B?

By streamlining product data through the GDSN, H-E-B will be able to offer our customers and H-E-B partners the best product information available while continuing to improve operating efficiency. Key benefits of using data synchronization include:

- Accurate product information and images.
- Timely product data updates
- Reduction in the number of administrative touches, time, and errors

Our Request of you

We request our suppliers to use data synchronization to transmit their item data and images to H-E-B when possible. This is an important initiative and we request that you publish your product data and images through the GDSN no later than 10/31/2013. If you use a different 3rd party resource for processing images (such as Kwikkee, Gladson, ShotFarm, etc.) please let us know the resource.

Please note:

- Participation in this initiative is beneficial to both you and H-E-B
- We will track progress on this initiative throughout the organization
- GDSN will be the fastest way of processing your product information
- Data Synchronization is our near-term and long-term path for product data
- Own brand & exclusive brand item information will continue to be communicated outside of the GDSN at this time

What if I am already publishing data through the GDSN?

If you are a current subscriber to a GDSN certified data pool such as 1WorldSync, please add H-E-B as a recipient of your data and publish your complete assortment to H-E-B's GLN 0041220000005 by October 31, 2013.

What if I am not already subscribed to a GDSN-certified data pool?

If you are not already subscribed, you can contact 1WorldSync at 866.280.4013 or businessdevelopment@1worldsync.com to get started.

Please visit the H-E-B landing page on the 1WorldSync website at www.1worldsync.com/heb to view the steps to begin publishing today. If you have additional questions on synchronizing your data with H-E-B, please call 1WorldSync Customer Support at +1 866.280.4013, or email businessdevelopment@1worldsync.com.

Thank you in advance for your support and cooperation; we look forward to collaborating with you on this important initiative.

Regards,

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