



1014 VINE STREET · CINCINNATI, OHIO 45202-1100

August, 2012

To Our Valued Manufacturing Partners,

As you know, The Kroger Co. has undertaken an initiative to replace our current systems for managing data with applications and processes designed to better serve both the current and future needs of our customers (Project Mercury). One of the key components of this initiative is a full conversion to GDS (Global Data Synchronization), which requires that all suppliers be GTIN (Global Trade Item Number) compliant.

For some of you, the move to Corporate Brand GTINs is a work already in progress. For others, the GTIN conversion will be a new effort. Wherever you are in the process, we need to avoid any disruption within our pricing, merchandising or supply chain systems due to data errors in inventory, contracts, etc., caused by GTIN compliance issues.

What do we need from you?

1. Visit <http://edi.kroger.com/ediforms/CorporateBrands>
2. Complete the Corporate Brands GTIN questionnaire. Completing this questionnaire will provide us with important contact information, Corporate Brand items supplied and warehouses serviced and information about your EDI set up. This will allow us to assess your readiness for the Corporate Brands GTIN conversion. There is also a Frequently Asked Questions document link on the questionnaire for your review.
3. If you are set up on EDI with Kroger, you must be on version 5010. If you have not yet converted to version 5010 and need more information, please review the link below or e-mail edi@kroger.com for more information : http://edi.kroger.com/alerts_001.htm#CB

Once you have completed the Corporate Brands GTIN questionnaire, the Corporate Brands Project Team will be contacting you with conversion date(s) for your Corporate Brand items.

The questionnaire should be completed within 2 weeks of the date the letter was sent. Once completed, please notify Gayle Alexander, Corporate Brands, by email (Gayle.Alexander@Kroger.com) or phone (office: 513-762-1361).

All pilot suppliers are required to be GTIN compliant. Our goal is to complete the Corporate Brands GTIN conversion for all pilot suppliers by October 1, 2012. All other Corporate Brand grocery and HBC suppliers are to be completed by March 1, 2013. The perishable rollout schedule is still being determined and will be communicated when finalized.

Thank you in advance for your continued support of our business.

Roger Templeton
Director, Corporate Brands

Erin Sharp
Vice President, Manufacturing/Operations