



To: Our Supplier Community
Re: Introduction of new items to McLane Company

Over the past several years **McLane Company** has utilized the Global Data Synchronization Network (GDSN) as an initiative to enable our suppliers to quickly and efficiently exchange accurate, standards-compliant item information. Due to the benefits we have seen from this program we are introducing the **1SYNC Product Introduction** solution on **February 24, 2010** as an electronic method to introduce new items to McLane.

The Product Introduction solution is a *secure, web-based, industry platform* that facilitates standardized supplier and distributor *collaboration* on the new item setup process. McLane Company has chosen to use this solution in order to eliminate manual new item setup forms and fact sheets. We will be leveraging existing data sync processes, simplifying the item setup process by selecting the GTIN to setup then entering five additional attributes, then submitting to New Item Setup. This increases visibility for both us and the suppliers on the setup of new items, and increases the speed to shelf for new items.

As one of our current data synchronization partners we are asking that you **begin using the Product Introduction solution on March 8, 2010** to introduce all new items. Please understand that if you do not take the required steps to utilize the Product Introduction solution you will no longer be able to add new products to your category after April 20, 2010.

Your next steps:

- 1) Complete a Product Introduction agreement with 1SYNC.
- 2) Attend 1SYNC sponsored training on the Product Introduction solution. More information can be found at <https://www.livemeeting.com/lrs/1100006351/Registration.aspx?pageName=qcd8g7ks2d1xzjfn>
- 3) Set up the sales force users within Product Introduction prior to introducing your new item

Please direct any questions to 1SYNC at +1 866.280.4013, Option 2.

Synchronizing data utilizing the GDSN has become an integral part of our supply chain business processes. We are asking you to take the next step with us and begin using the Product Introduction solution immediately. Working together with McLane on this initiative will help us all maximize its value and drive a faster return on investment.

Regards,

Beckey James
McLane Company