



To: Our Tobacco Supplier Community
Re: Global Data Synchronization Update

McLane Company previously sent you information regarding the Global Data Synchronization Network[®] (GDSN[®]). McLane utilizes this network to synchronize item information with our trading partners and we are requesting that our suppliers utilize the GDSN to synchronize their products with us. This will enable you to quickly and efficiently exchange valuable supply chain data that is accurate and compliant with universally supported GS1 System standards.

What the GDSN means to our suppliers:

McLane Company, Inc. has realized that data synchronization is the most effective and consistent method ensuring trading partners share accurate and relevant information with each other helping them achieve an efficient supply chain. Additional benefits of utilizing the GDSN include elimination of costly errors, new item speed to shelf and reduced out of stocks.

Please note that your company will no longer be able to add new products or make manual changes to existing products in your category after November 30, 2008.

Failure to comply with this and previous requests will significantly affect your business with McLane.

Learn more:

We are utilizing the 1SYNC[™] Data Pool for data synchronization in the GDSN. We ask that you contact 1SYNC, the leading implementer of supply data synchronization. Please visit the 1SYNC website at <http://www.1sync.org/mclane.html> to learn more about the benefits of data synchronization.

Your next steps:

- 1) **Let McLane know your intentions.** Provide your publishing information, including data sync contact information to supplierGDS@mclaneco.com.
- 2) **Enroll with 1SYNC** by contacting the organization by phone at **+1.866.280.4013, Option 1** or contact the GDSN-certified Data Pool of your choice.
- 3) **Get prepared** to synchronize data for **all** of your items.
- 4) **Begin synchronizing data with us for all current items by November 30, 2008.**

Synchronizing data utilizing the GDSN is an integral part of our supply chain business processes. The time is now to get started on your data synchronization initiative. We are asking that you join us to synchronize in its entirety so that we can all maximize its value and drive a faster return on investment.

Respectfully,

John Mayer
National Cigarette & Tobacco Manager
The McLane Company