



October 28, 2009

Attention: Valued Private Label Suppliers

Subject: ECCnet Registry and ECCnet I&V

Sobeys Inc. is committed to the accuracy of our product data. We have incorporated product listing through ECCnet Registry, Canada's national product registry, as part of its standard terms and conditions of trade. As a Sobeys Inc. supplier partner, you are also required to participate in ECCnet Image & Validation (ECCnet I&V) for image and dimensional data capture.

If you haven't already completed loading your product information into ECCnet Registry, Sobeys Inc. requires that you complete the following steps:

1. Register your Company Prefix License with GS1 Canada by November 20, 2009. Visit www.gs1ca.org/e/prefixlicencing.
2. Assign a member of your team as an ECCnet Registry Catalogue Captain.
3. Select the data loading option best suited for your company.
4. Load your product data into ECCnet Registry by December 11, 2009. Visit www.gs1ca.org/e/jumpstart.
5. Obtain ECCnet Certification and grant access to Sobeys Inc. by December 18. Visit www.gs1ca.org/e/technicaldocuments.
6. Submit your products to ECCnet I&V for image and dimensional data capture, and SVR (scan verification report) by December 18, 2009. Visit www.gs1ca.org/e/iandy.

If you have already completed these steps, we thank you and ask that you disregard this notice.

GS1 Canada is here to help you meet your trading partner requirements. If you have any questions, please contact GS1 Canada at 1.800.567.7084 ext. 3 or info@gs1ca.org.

Sincerely,

Handwritten signature of Debby Atallah in black ink.

Debby Atallah
Vice President, Industry Management
GS1 Canada

Handwritten signature of Ken Keelor in black ink.

Ken Keelor
VP, Private Label Procurement
Sobeys Inc.

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