



SOBEYS ONTARIO
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August 2, 2002

Dear Vendor,

Sobeys Inc. is currently implementing ECCC Network Services (ECCnet) for industry standard compliance for product data integrity and product data synchronization. As an important supplier to Sobeys, you will be required to subscribe to ECCnet to ensure that you will be able to synchronize product data with us this year.

ECCnet is a wholly owned subsidiary of the not-for-profit Electronic Commerce Council of Canada and provides e-commerce advancement tools such as a national product registry, data synchronization services, image and dimension capture, and bar code verification. Sobeys believes that ECCnet is an important industry initiative and has been a long time supporter of this initiative along with Canadian trade associations such as the Food and Consumer Products Manufacturers of Canada, the Canadian Council of Grocery Distributors, the Canadian Association of Chain Drug Stores, and the Canadian Federation of Independent Grocers.

The value that both Retailer and Manufacturer will receive from ECCnet through reduced invoicing errors, faster new product introductions, and supply chain efficiencies because our data is synchronized is tremendous. These include:

1. More productive sales representative/category management relationships
2. Elimination of order and invoice discrepancies due to inaccurate master data
3. Faster introduction of new products
4. Dispute resolution time reduced
5. Enabling of other value-added e-commerce applications

In addition, your participation in ECCnet will synchronize your data to other major retailers supporting ECCnet. The ECCnet community includes Canada Safeway and London Drugs.

Please be advised that as of August 2nd, 2002 Sobeys expects that all **NEW** product listings will be available in ECCnet.

A representative from ECCnet will be contacting you in the near future and will provide you with a schedule for ECCnet training and product data loading. Please ensure that you provide them your full cooperation. ECCnet participation will become part of our standard terms and conditions of trade. Sobeys will reserve the right to assess a Non-Compliance Surcharge to those non-participating vendors.

If you have any questions call ECCnet at 1-866-ECCNET (322-2638) or visit their web site at www.eccnet.org.

Yours sincerely,

A handwritten signature in black ink that reads "Michael Forgione".

Michael Forgione,
Senior Vice President Merchandising
Sobeys Ontario