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October 11, 2006

Dear Vendor,

In order to attain standardized high-resolution product imaging for our upcoming Safeway flyers and/or advertisements, Canada Safeway is requesting your participation in ECCnet Image and Validation (“ECCnet I&V”) planogram and high-resolution marketing imaging services.

To ensure that we have the most up-to-date images, Safeway is requiring that all vendors submit a live sample of each product to ECCnet I&V for image and dimension capture, beginning November 1, 2006. If you are presently using this service and have already submitted your most current products for imaging, then you are not required to re-submit. If you have items that are In/Out or are Seasonal in nature, please discuss with your respective Category Manager if the images need to be sent to ECCnet I&V. In addition, you are no longer required to forward a live sample to the category manager for “*advertising purposes*”. This business requirement will also ensure the improved product listing and shelf space management of all products sold at Canada Safeway.

Visit [www.gs1ca.org/e/products submission](http://www.gs1ca.org/e/products submission) for your product submission form, which should be completed and returned to GS1 Canada Images office in Montreal with the submission of your products.

The cost for high-resolution images is presently set at \$75 per item. Please note however that prices are reduced for two or more services. Please contact ECCnet I&V at 514-355-8929 ext. 4000 or at [montreal@gs1ca.org](mailto:montreal@gs1ca.org) for further information.

Thank you for your participation.

Ann Schaan  
Grocery Sales Manager

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