



Date: February 17, 2014

Dear Advantage Waypoint Client,

As our valued client, Advantage Waypoint is sending you this letter to announce our implementation of GS1 global data standards and data synchronization via the Global Data Synchronization Network (GDSN). Through the GDSN, trading partners are enabled to leverage data to capture efficiencies in each step of the supply chain process. We have partnered with 1WorldSync, our GDSN-certified data pool of choice, for data synchronization with our client partners.

Having realized the benefits that our organization is receiving, our management is fully supportive of driving this new process as our preferred path for receiving product data from our client community. **We are asking that your company joins us in this important initiative and completes the steps below at your earliest convenience.**

What are your next steps?

1. If you are currently **not a member of a GDSN certified data pool** such as 1WorldSync,
 - a. Please contact 1WorldSync as soon as possible to get started. Contact 1WorldSync at businessdevelopment@1worldsync.com or call 866.280.4013
2. If you are currently a **member of a GDSN certified data pool**,
 - a. Complete Advantage Waypoint [Trading Partner Form](#) available on the Advantage Waypoint landing page <http://www.1worldsync.com/web/us/advantage-waypoint> and review Advantage Waypoint Implementation Guide and FAQs
 - b. Upon receiving confirmation of your GLN subscription sent by email, publish your product information, as "Initial Load" to Advantage Waypoint GLN is **0850765005006**
 - c. Contact Todd Lyons at tyons@1worldsync.com if you need help identifying items Advantage Waypoint sells on your behalf. The product catalog will include both national price list and private label items.

For any questions regarding the Advantage Waypoint data synchronization process, please contact Victor Petropoulos, Director Information Technology (Victor.Petropoulos@ASMWaypoint.com). Thank you for your support and cooperation.

Sincerely,

Kevin O'Beirne
President
Advantage Waypoint