Dear Valued Supplier,

FoodServiceDirect strives to provide the highest quality branded products and a superior experience to our over 600,000 customers. Receiving product information from our suppliers through Global Data Synchronization Network (GDSN®) enables FoodserviceDirect to deliver an enhanced online catalogue experience for our customers and increase overall product sales.

For this reason, FoodServiceDirect is excited to announce that we have recently partnered with 1WorldSync as our GDSN-certified data pool of choice. As an immediate next step to support this critical business initiative, we are asking all of our suppliers to publish item information for their entire product catalogue; emphasizing customer-facing data such as images, descriptions, and nutritional information, through the GDSN as outlined below.

<u>Supplier Publishing Information:</u>

1. Visit our **data sync landing page** at http://www.1worldsync.com/customer-page/foodservicedirect/

2. Review the **FoodServiceDirect Implementation Guide** available on our data sync landing page for detailed instructions on how to publish your product content information in compliance with our GDSN initiative.

3. Publish the item information for your entire product catalogue:

    A. If you are currently a member of a GDSN certified data pool:
        i. Complete the **Trading Partner Form** available on our data sync landing page.
        ii. Once your subscription has been confirmed, publish your item information to the FoodServiceDirect **GLN 0866713000108**.

    B. If you are not a member of a GDSN certified data pool, contact 1WorldSync as soon as possible.
        i. Contact Cheryl Arnold at carnold@1worldsync.com or call 937.428.3784.

For additional information, please call 1WorldSync Customer Support at +1 866.280.4013, Option 2 or email businessdevelopment@1worldsync.com. You can also contact FoodServiceDirect directly at pensri@foodservicedirect.com.

Sincerely,

Hugh Jones
CEO
FoodServiceDirect