



Sobeys Requires Your Participation in ECCnet Item Certification

May 1, 2013

At Sobeys, we are committed to sharing accurate product nutrition information and images with our customers. We are therefore engaging in the ECCnet Item Certification service, managed by GS1 Canada. As [previously communicated](#) by our industry associations, we require your participation. ECCnet Item Certification is an online, centralized industry solution for brand-validated, perpetually-cleansed, item level nutrition information and images. As a valued trading partner, we ask that your organization **complete the following action items by June 30, 2013:**

1. [Subscribe](#) to ECCnet Item Certification.
2. [Certify](#) your product data loaded in ECCnet Item Certification.

Once you have completed the initial certification process for June 30, your organization should commence the submission of remaining products.

With the growth of mobile and online commerce, there are increasing demands facing the grocery industry for brand-validated product marketing and nutrition information. ECCnet Item Certification addresses this need by enabling brand owners to certify product information accuracy in critical areas such as ingredients, allergens and certifications (organic, Kosher, Halal), protecting brand integrity, and ensuring consumer trust.

For more information, visit, <http://www.gs1ca.org/EICS/indexpr.asp> or contact GS1 Canada, either by phone at 1.800.567.7084 ext. 3, or by email at itemcertificationsupport@gs1ca.org.

Thank you for your prompt attention to this matter. GS1 Canada will contact Sobeys directly once your company has fulfilled the required action items.

Sincerely,

Handwritten signature of Dale MacDonald in blue ink.

Dale MacDonald
SVP, Category Mgt & National Procurement
Sobeys Inc.

Handwritten signature of Lillie Cruikshank in blue ink.

Lillie Cruikshank
VP Shared Services
Sobeys Inc.