



Dear Food Lion Supplier,

I am excited to announce new developments to our collaborative efforts to better serve our joint customers, the shoppers.

Based on the success of the Vendor Pulse program, Food Lion, LLC has elected to start sharing one of the industry's largest sets of operational information, including by store, by day, by SKU point-of-sale and inventory data, as well as many warehouse-level and planogram metrics. We believe that by sharing this information with you, we will be able to improve our collaborative supply chain and work more effectively together.

You will have many options to gain access to this data.

After an extensive review, we have retained Retail Solutions Demand Signal Management (DSM) as we believe it offers the most effective solution for our supplier community to immediately start leveraging Food Lion data.

Retail Solutions DSM provides easy, user-friendly web-based access to Food Lion data after it has been extensively cleansed, translated into your own vocabulary and adapted to your hierarchies. Retail Solutions DSM offers multiple options to access the Food Lion data, from simple reporting to an on-line portal with a number of standard and customizable reports and to an advanced business intelligence tool that enables you to carve up the data as you need to help reach our joint business goals. You will also have the option to receive, at no cost, raw operational data in the form of a flat file directly from Retail Solutions.

We encourage you to explore the benefits and start participating in this demand data sharing program. Subscribing to and activating this secure, user friendly, web-based program takes only a few weeks and does not involve any additional IT resources or costs. For your easy reference, we have attached a short overview of this program. More information can be found at www.retailsolutions.com/foodlion. We are also planning a Food Lion **supplier conference in Salisbury, NC on Tuesday, August 5th from 1:00 – 5:00 pm** to better outline the program details. You will receive more details about this conference shortly.

Getting started is easy. Simply select the model best suited to your needs, sign a subscription agreement with Retail Solutions and complete a Non-Disclosure Agreement with Food Lion.

Retail Solutions is aware that we have sent this letter to you and in order to better assist you, one of their representatives will contact you shortly to answer any questions you may have and help you get started. We look forward to your participation in the Food Lion Operational Data Sharing Program.

Best regards,

Troy Prothero

Supply Chain Manager
Food Lion, LLC