



March 30, 2007

To: Our Alcohol Beverage Industry Supplier Community
Re: Global Data Synchronization

The **Alcohol Beverage Industry Electronic Commerce Council (ABI EC)** and its executive members, which include **Southern Wine and Spirits, NABCA, and Glazer's**, have endorsed Item Data Synchronization using 1SYNC, due to requests from our retailer customers. We would like you to help us satisfy these needs by participating in Item Alignment using 1SYNC. We feel this is the most efficient path to accurate data management and an efficient supply chain. **We are requesting that our suppliers join us in this global initiative by June 30, 2007.**

Data synchronization will enable our suppliers to quickly and efficiently exchange valuable supply chain data that is accurate and compliant with universally supported GS1 standards. This initiative will help our suppliers drive:

- Improved efficiencies in supply chain management
- Increased speed to market on new items
- Improved product availability on retail shelves
- Reduced time dealing with inaccurate item data and orders

Over 10,000 retailers, brokers, distributors, wholesalers, and suppliers in multiple industries around the world are currently synchronizing data within the Global Data Synchronization Network. We have realized that the Alcohol Beverage Industry can benefit as well. Areas of improvement have been identified specifically in new item setup, logistics, invoicing, and speed to market. We are utilizing the 1SYNC Data Pool for data synchronization. We ask that you contact 1SYNC to learn how you can most effectively participate.

Please take the following required steps:

- 1) By April 13, 2007, assign a key contact for this initiative.** Communicate key contact name, title and contact information via e-mail to Ruben Castano at rcastano@1sync.org; Ruben is facilitating this process on behalf of Southern Wine and Spirits, Glazer's, and NABCA.
- 2) Enroll with 1SYNC** by contacting Ruben Castano directly by phone at +1 210. 492. 0661, or by visiting www.1sync.org and clicking on "Getting Started."
- 3) Attend the Educational Web Seminar on April 17 at 10:30 AM EST or April 25 at 1:30 AM EST.**
- 4) Begin cleansing and loading** data for your company's items.
- 5) Begin synchronizing data** with us for all current items by **June 30, 2007.**
- 6) Consider attending the data synchronization sessions at U Connect 2007; information is available at www.gs1us.org.**

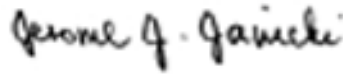
The success of this initiative is critical to us and our industry. We look forward to partnering with your organization to reach our objective and meet the deadlines listed above.

We and the other members of the ABI EC support GDSN and the objective of exchanging improved information more efficiently, and appreciate in advance your contributions to the success of our industry's data sync efforts.

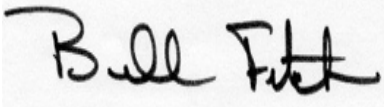
Sincerely,



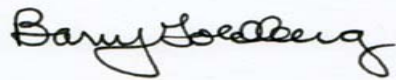
Michael W. Adams
Vice President & Chief Information Officer
Glazer's Family of Companies



Jerry Janicki
Sr. VP of Operations, Chief Operating Officer
National Alcohol Beverage
Control Association



Bill Fitch
Chairman
The Alcohol Beverage Industry
Electronic Commerce Council



Barry Goldberg
Chief Information Officer
Southern Wine & Spirits of America