



300 Union Street
Saint John, NB
E2L 4G7

January 18, 2019

To: "Vendor Name"

As you may or may not know, Kent has made a major investment in a new ERP platform, Microsoft D365. We are launching the first phase of our new ERP roll-out mid-year. In addition to this, we are expanding our eCommerce presence through our new website. Both of these very important initiatives require us to totally rebuild our product master files and to obtain all available rich data, digital content and related product information from each of our suppliers.

To complete these two initiatives as scheduled, and to ensure future automated product data synchronization, Kent has decided to utilize the GDSN* as our sole product content solution. The GDSN will ensure total accuracy of all product data. **Your company has been identified as a required participant for collaboration in our GDSN initiative. Your participation is both critical and mandatory in order** to help us maintain a current, up-to-date database of all your items we sell today.

IN GDSN: If you are already registered in a GDSN data pool today (many of our suppliers are) you will be able to publish your GDSN data to Kent from your current data pool provider to our partner, Commport Communications – the information you need to comply is shown below.

NOT IN GDSN: If you are not currently registered in a GDSN data pool, please contact Commport Communications, our GDSN data pool provider, who will help you through the process and explain your options. Please contact Brian Miles at 905-726-5297 or brianm@commport.com.

Whether you are in the GDSN or not, you can obtain all of the information you require about this GDSN initiative on Commport's website at <http://www.commport.com/Kent/>. If you are **IN GDSN YOU MUST REGISTER** on the Trading Partner Form section of the Commport website and download the information documents. Otherwise, we will not be able to receive your data.

Our expectation is to receive 100% of all required GDSN item information via Commport's GDSN data pool. Going forward, we expect to receive all new item information, item changes and deletion notifications via the GDSN. **We must receive 100% of your GDSN item data within 60 days of receipt of this letter.**

Thank you in advance for your continued commitment to grow your partnership with Kent. We look forward to sharing the benefits we will both derive from this important collaboration.

Patrick O'Neil

Director of Supply Chain

* GDSN (Global Data Synchronization Network) is a global network of data pools that uses GS1 global standards to publish supplier product data to their authorized trading partners. Many large retailers, wholesalers and distributors in North America and around the globe use the GDSN today. Visit: <http://www.gs1.org/GDSN>