
SEARS HOLDINGS

Sears Holdings Management Corporation
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May 14, 2009

Dear Sears Holdings Supplier,

Sears Holdings is embarking on a new time sensitive initiative to attain better data integrity on our item set up. As an ongoing process to improve the speed and accuracy of entering items in the Item Maintenance Application (IMA) tool, Sears Holdings is partnering with 1SYNC, our Global Data Synchronization Network (GDSN)-certified data pool of choice. This initiative will enable our suppliers to exchange valuable supply chain data that is accurate and compliant with GS1 standards, which will improve efficiencies in shipping and ordering.

The initial phase of our data synchronization initiative is for new items only. We will not be synchronizing data on existing items at this time. This process requires you to synchronize your new product information via the GDSN with us.

Sears Holdings suppliers (which include Sears and Kmart suppliers) must begin using the new process by signing up as soon as possible with a GDSN-certified data pool such as 1SYNC. Sears Holdings' expectation is to have all suppliers migrated over to this new process for new items by September 2009.

If you are not a current subscriber to a GDSN-certified data pool:

1. Get started and enroll by contacting 1SYNC at +1 866.280.4013, Option 1, or by visiting www.1SYNC.org
2. Register for an upcoming web seminar [here](#) to learn more about Sears Holdings' expectations and how the new process will work.

If you are currently a subscriber to a GDSN-certified data pool:

1. Please visit the 1SYNC website at <http://1sync.org/sears.html> and review the Implementation Guide to learn the steps to publish New Items to Sears Holdings.
2. Register for an upcoming web seminar [here](#) to learn more about Sears Holdings' expectations and how the new process will work.
3. Please fill out the Sears Holdings Trading Partner Form located on the Sears Holdings' web-page (<http://1sync.org/sears.html>) and email to: IMAHelp@searshc.com. This form will capture your publishing information, including data sync contact information, IMA User ID, Pay Duns, and GLN.
4. Begin publishing new items via the GDSN to Sears Holdings.

Thank you for your participation as we continue to improve the IMA experience.

Sincerely,
Keri Thompson
Director, Item Support
Sears Holdings Corporation