



June 25, 2009

Dear Hannaford Vendor Partner,

Hannaford is excited to announce the launch of our Vendor Pulse program. Through this program, Hannaford shares operational point of sale and inventory data with our suppliers, to:

- provide you with unprecedented visibility into our shared business operations and,
- enable you to leverage this visibility and turn it into actionable insights to help solve business issues and drive joint business growth.

Our sister company, Food Lion LLC, has been running a similar initiative for over a year now and has achieved a very compelling ROI. Over 100 vendors are now participating, and both Food Lion and suppliers have shared millions of dollars in increased sales and reductions in inventory, shrink and reclaim.

What you need to do:

Reach out to Brian Kay, at Retail Solutions, at [brian.kay@retailsolutions.com](mailto:brian.kay@retailsolutions.com) to find out more details and understand how you can participate and benefit from Hannaford Vendor Pulse.

Hannaford, like our sister company Food Lion LLC, has chosen to partner with Retail Solutions to manage our program and serve as sole data provider. In addition, Retail Solutions is Hannaford's preferred analytics provider for Hannaford Vendor Pulse.

- Find the best way to start leveraging point-of-sale data in your company. We strongly recommend that you use a 3<sup>rd</sup> party solution provider to provide reporting and analysis, as companies doing so have achieved a much more compelling ROI at Food Lion than the ones deciding to manage the data themselves.
- Join our upcoming information webinar on July 23<sup>rd</sup> at 11:00 am Eastern. To register, please click on the following link: <https://www1.gotomeeting.com/register/815441848>

We look forward to your participation to Vendor Pulse. For any additional information, or to start discussions immediately about how you can benefit from this program, please email [brian.kay@retailsolutions.com](mailto:brian.kay@retailsolutions.com).

Sincerely,

David Vander Schueren  
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