



June 24, 2015

Dear True Value Partner,

At True Value, our commitment to our retailers and end consumers is that they will receive the best buying experience possible, both in-store and online at truevalue.com. Our additional commitment to you, our vendor partner, is to make sure that we do everything we can to present your products and brands in the best light possible. In doing so, we continue to reach new heights in customer satisfaction and are selling more of your products than ever before. We thank you for your efforts and your support of this important pillar of our success.

That said, we feel we can do even better. One of the most demanding and labor-intensive aspects of our online presence revolves around how we collect and manage product information. This impacts our speed to market, how products are represented online and our joint efforts to increase sales and reduce returns in such a competitive environment. Fortunately, we have found a way to transform this challenge into our biggest asset.

True Value has partnered with Edgenet, a world-leading solutions provider, to streamline this process. Edgenet's decades of expertise in product data management will allow True Value to standardize our collection processes through the Edgenet Product Content Cloud (PCC), and give you the most efficient way to control how your products are represented to consumers.

This integrated, online solution offers numerous benefits:

- Quicker speed to market – Data is formatted during collection so item setup is faster than ever, and updates are received almost instantly.
- Streamlined product data – One central, online application to manage all aspects of your product data. Manage marketing copy, specs, images, PDFs, videos and more in one place.
- Increased exposure – Access to Edgenet partners like Google and Bing extend your brand beyond your four walls.
- Increase the number of products - Opportunities to expand your product portfolio with True Value.
- Enter once, publish to many – One system to distribute your data to anyone that needs it provides opportunities to expand your product portfolio with True Value and your company network to other key sellers.
- One-on-one support – Taxonomy Specialists help to break down your product so all aspects are clean, searchable and available to consumers 24/7.
- Security – Once your data is perfected, it is synchronized, stored, and only accessible by authorized personnel from within your company.

It is critical for our entire vendor- supplier base to transition to this new system as soon as possible. If you are already using Edgenet to meet the needs of other sellers within the Edgenet Network, **we ask that you begin publishing your data to us immediately through Edgenet's Product Content Cloud.**

If you are not already using Edgenet, **True Value expects all suppliers to enroll in the Edgenet Product Content Cloud by August 15, 2015.** After you are enrolled, you will work with Edgenet to complete your product information within the PCC so it's ready to publish to True Value. **All items must be published to True Value by September 15, 2015.**

Questions about this program or True Value's expectations? Contact Edgenet directly at:

Edgenet Project Team  
877-EDGENET  
Edgenet.com/PCC  
hello@edgenet.com

We thank you for your support and we look forward to your participation in this program as soon as possible.

If you have questions for True Value regarding our data needs or our partnership with Edgenet, please feel free to contact your Product Merchant.

Sincerely,



Ken Goodgame  
Senior Vice President and Chief Merchandising Officer  
True Value Company



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