

Dear Lowe's Vendors,

To achieve our vision of being Canadians' first choice for home improvement and providing customer-valued solutions, Lowe's Canada is implementing Product Content Management (PCM).

Lowe's US has, for a number of years, leveraged this application to enable the receipt and maintenance of complete and accurate Master Product Data from the vendor community. This application houses both Core Product Data and Extended Marketing Data including product information and images. The benefits include the ability to replace complex manual data entry in support of faster, more accurate product introduction, and the collection of additional data attributes for additional selling solutions.

Core Product Data is synchronized with vendors through the Global Data Synchronization Network (GDSN). If you do not yet publish to the GDSN, please assign an internal owner/sponsor at your company for this initiative, and send us their name and contact information. You will also need to partner with a Data Pool/Solution Provider, who will facilitate the transfer of your product data to Lowe's Canada. Lowe's Canada partners with 1Sync (<http://1sync.org>) as our Data Pool, and FSEnet+ (<http://www.fsenet.com>) provides another option that Lowe's endorses. Because Lowe's leverages GDSN standards, product vendors are free to partner with any GDSN approved Data Pool/Solution Provider. More information about the process and next steps are outlined at the following link: http://www.loweslink.com/product_information.htm.

If you already synchronize product information with Lowe's US, please send us the name and contact information for the owner of this initiative at your company. Also, please work with your Solution Provider to publish product data to Lowe's Canada.

It is imperative that we have your full commitment and support for this project. **Participation in this initiative is not optional.** This is a required effort for doing business with Lowe's Canada. Vendors who do not sign up with a Data Pool/Solution Provider by March 1st 2012 will be contacted directly by a Lowe's Preferred Data Pool. This is to ensure that all Lowe's Canada vendors are aligned to the initiative, and will be prepared to **publish Core Product Data by May 2012**. Starting May 2012 all new item introductions to Lowe's Canada, as well as product information updates (e.g. dimensions), must flow through PCM.

Following confirmation of GDSN signup for Core Product Data, you will be contacted by a Lowe's representative regarding Extended Marketing Data including Copy and Images. Extended Marketing Data is the backbone of the selling solutions Lowe's Canada is launching in the future.

Additional information is available at the link above, and webinar/training event timing will be posted where specific questions can be addressed. If you have any questions about this program not addressed on Loweslink, please reach out to us at: PCMCanada@lowes.com

As a valued supplier to Lowe's Canada, we thank you for participating in this important initiative, and look forward to continued mutual success in Canada.

Sincerely,

Alan Huggins
President, Lowe's Canada

Robert Sherwood
VP Merchandising, Lowe's Canada