

New Lowe's Marketing Data Solution Frequently Asked Questions

1. What is changing?

Lowe's is rolling out a new way for our vendors to submit marketing data directly to Lowe's (the "New Solution"). Lowe's vendors will no longer have to submit marketing data to Lowe's through third party intermediaries. This New Solution should lower our vendor costs and make the submission of marketing data more efficient.

2. How can I update my current data on Lowes.com?

You cannot update your current marketing data until the New Solution is rolled out. If the marketing data is severely incorrect and/or compromises the customer shopping experience, we can remove an item from Lowes.com until an update can be made. Please let us know of any items that should be removed from Lowes.com.

3. What if Big Hammer is my GDSN solution provider? Do I need to switch to a different GDSN provider?

Big Hammer/Edgenet will continue to be an option for submitting GDSN data to Lowe's. Vendors do not need to switch solution providers.

4. What happens to my contract with Big Hammer? / Do I need to renew my contract with Big Hammer?

Please contact Big Hammer with any questions regarding your contract.

Lowe's will not be relying on Big Hammer to collect marketing data for Lowe's. It is your company's decision whether to use Big Hammer for other purposes.

5. Does my company need to continue paying Big Hammer?

Please consult your legal counsel.

6. What happens to the data I have already entered into Big Hammer's site? / What happens to the marketing data you already have?

Any marketing data that Lowe's has received and approved will continue to be available in Lowe's selling tools. Marketing data in Big Hammer's database, however, that had not been sent to Lowe's prior to June 26, 2010 will not come to

Lowe's through Big Hammer. That data will have to be re-submitted through Lowe's New Solution.

7. When can we start deleting data from Big Hammer's database?

If Lowe's is the only retailer the vendor was sending data to through Big Hammer, then the vendor will need to work that out with Big Hammer.

8. When will I be able to submit new data? / When will my items get online?

Lowe's is finalizing the roll-out of the New Solution and shortly will send you specific timing information.

Once Lowe's New Solution is rolled out, timing for items to be reviewed and flow through Lowe's internal systems remains the same – about 3 weeks if your data is good.

9. Why weren't we notified prior to the change?

We did not want to communicate the change until we were certain that we would implement it. We regret any inconvenience.

10. What should vendors be working on regarding marketing data collection in the meantime?

At this stage, vendors should be organizing their marketing data so that when the New Solution begins rolling out they will be prepared to submit data.

This interim is also a great opportunity for vendors to visit Lowes.com and look at their current items online, checking the quality of their data and noting any updates that need to be made once the new solution is in place.

11. How do the vendors know what attributes/response parameters are going to be requested so they can start to organize their marketing data?

Attributes/response parameters for existing categories can be found on Lowes.com by searching for the category name. (For example, search on "Kitchen Faucets".) Once the correct category is found, click on any item and look under the "Specifications" tab to get an idea of the attributes Lowe's will be asking for on that specific category. Vendors will not be able to see the response parameters we may request, but they can begin gathering their responses for the attributes listed.

**Please submit any other questions through Lowe's Product Information
Support Portal (FootPrints):
<http://lowespcm.nfpondemand.com>**