

Lowe's Vendor Partners,

As you know, we have worked with Big Hammer for the past three years to collect Marketing Data, which is used for Lowes.com, Selling Center, Advertising and in-store signage. Effective June 26, 2010, we are streamlining our marketing data collection method, and ***will no longer collect marketing data via Big Hammer.***

In our new solution vendors will submit their marketing data directly to Lowe's. This will benefit you in two ways:

- There will be no fees to submit marketing data to Lowe's via our new solution.
- You will experience improved customer service, as the Lowe's Product Information Team will take a more active role in pursuing outstanding marketing data and assisting you with problem resolution.

We are still finalizing communications, training and roll-out, and will share more information with you shortly. Due to the required work to set-up and transition to the new solution, all data collection efforts will cease for a short time. Exceptions to this include Appliances, Lumber and all data collection efforts for Advertising and in-store signage, which will continue. As we are ready to reinstate full data collection for your products, we will contact you directly. All communications regarding marketing data collection will come directly from Lowe's Product Information Team.

***Please Note: This does not impact our GDSN efforts. All item set-up will continue to flow through the GDSN, and you will still use a GDSN data pool (of your choosing) for item set-up at Lowe's.***

Thank you in advance for your patience as we migrate from one solution to another. We expect some bumps in the road, but know that the majority of you will be thrilled about this change, so we look forward to working together through the transition.

We are excited about providing continued improvements and incremental benefits to both Lowe's and our vendors through our data collection efforts. If you have any questions, please let us know.

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*Note: If you are a supplier to our Canadian operations only, please disregard this communication, as this only affects our U.S. operations.*