Premium Incorporated

December 06, 2013

Call to Action: Synchronize your Product Data with Premium Incorporated

Dear **Premium Supplier**,

Premium is taking steps to further improve our operating efficiencies and product data accuracy represented in our product catalogs by using data synchronization, data transmission from a Data Pool to our online catalog as well as our backend ERP systems.

We have partnered with 1WorldSync as our GDSN certified data pool as well as with SpecPage, a 1WorldSync solution provider. We require our suppliers to use data synchronization to transmit their item data to Premium.

Benefits of using data synchronization with Premium are:

- Compliance with industry standards

- Faster transition to marketplace

- Reduction in the number of administrative errors

- Timely Product Data Updates

This process and the ability to receive data accurately via the GDSN is being required by our major customers that include leading Group Purchasing Organizations and operators. They have indicated that failure to comply may affect our future contracts. Premium will ensure that this requirement is met for both Premium and its suppliers' benefits and therefore require you to send us the product data via the GDSN. This process will help to ensure that through the effective and accurate way of receiving data, we will better help to service our major customers such as Burger King and Amerinet.

Your organization is requested to comply with this process change as early as possible. Participation in this initiative benefits both **Premium** and our suppliers, therefore it is not optional. In addition:

- Participating suppliers will be **considered first** when recommending product to our customers
- Product information received through the GDSN **will be featured more prominently** on our website
- Compliance is reported at the highest levels of our organization
- Data Synchronization is our near-term and long-term path for product data.

This process requires your company to synchronize your new item data and updates/changes to existing item information via a GDSN certified data pool such as 1WorldSync with Premium.

What are your next steps?

We are requesting that your company and all of our other suppliers migrate to this new process as soon as possible. If you are **not a current subscriber to a GDSN certified data pool**, we ask that you register to a data pool by **January 15, 2014** to begin the process. If you need further explanation on this initiative or would like help getting started, please contact Tom Dillon of SpecPage at +1 800.393.8807 ext. 102 or through email at tdillon@specpage.com.

If you **are a current subscriber to GDSN certified** data pool such as 1WorldSync please:

1. Complete the Premium Inc. **Trading Partner Form** available at http://www.1worldsync.com/premium-inc
2. Add Premium as a recipient of your data and publish to our GLN **0822101000006**
3. by **January 15, 2014**.

To learn more about this initiative, please visit http://www.1worldsync.com/web/us/premium-inc. Also, a representative from 1WorldSync or SpecPage will be following up with you on our behalf to answer any questions and to find out your plans in regard to data synchronization.

Thank you for your participation as we continue to improve our processes.

Sincerely,

Alohalani Aran