



March 21, 2014

To: Our Supplier Community
Re: Item Data Synchronization

Rock-Tenn Company has implemented Data Synchronization due to requirements from our customers such as Wal-Mart and to ensure that we also have accurate item information in our systems. We need you to begin synchronizing your item data with Rock-Tenn using the Global Data Synchronization Network (GDSN). We know that the majority of our suppliers have already implemented GDSN and are well familiar with its benefits. We need you to publish and synchronize items that you trade with Rock-Tenn, following the guidelines listed in our implementation guide, by May 31, 2014.

Please take the following required steps:

1. By April 1, 2014, complete the GDSN supplier registration form at www.aligntrac.com/rocktenn
2. If your company has implemented GDSN, review the attached Implementation Guide on how to synchronize your item data with Rock-Tenn.
3. If your company has not implemented GDSN, select a certified GDSN Data Pool or Solution Provider. Rock-Tenn is using 1WorldSync as our Data Pool and Aligntrac Solutions as our Solution Provider.
4. Begin synchronizing data with us for all applicable items by May 31, 2014.

The success of this initiative is critical to us and our customers. We look forward to partnering with your organization to reach our objective and meet the deadlines listed above.

For more information and current versions of our data synchronization documents please visit www.aligntrac.com/rocktenn

Yours truly,

Rock-Tenn Company