



December 4, 2019

Dear Valued Supplier,

We'd like to introduce you to Alertrak. Did you know 32 million Americans suffer from food allergies? That's 1 in 10 adults and 1 in 13 children. Two-thirds of households with food allergy sufferers ***find grocery shopping difficult*** because they have to scour labels on every food item.

Alertrak is a new, innovative platform, designed to seamlessly connect these consumers to the brands and products that keep them happy and healthy.

To meet this important need in the marketplace, Alertrak is looking to engage in product content syndication with CPG food suppliers and retailers who publish product content via the Global Data Synchronization Network (GDSN).

### Benefits for Suppliers and Retailers

- **Direct Value Proposition** – Showcase your products, build consumer trust and establish brand loyalty with the Alertrak user base
- **Customer Engagement** – Participate in personalized marketing solutions that match consumers with the products that meet their needs
- **Analytics** – Get access to Alertrak data capture that provides real time consumer data, including competitive insights for new product development targeted to meet consumer demands

Alertrak takes the representation of your brand and products in our platform very seriously. That's why we are coming directly to the source to include your products in our platform.

### Publish Your Product Content Today!

1. Fill out the [Alertrak Trading Partner Form](#)
2. Review the [Alertrak Implementation Guide](#)
3. Publish your CPG Food Item Content to the **Alertrak GLN 0860002778204**

If you have any questions regarding this request please contact Alertrak at [support@alertrak.com](mailto:support@alertrak.com); 786.361.8156 or 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or 866.280.4013.

Sincerely,

Phung Le  
Managing Partner  
Alertrak