

SUPERVALU INC.



Corporate Category Management  
PO Box 170  
Minneapolis, MN 55440

October 24, 2003

Dear Hope Mandel,

I want to write and say "thanks" for conducting the Storewars Training Program for SUPERVALU Corporate Merchandising. The response to the training from the participants, both SUPERVALU and our manufacturer partners, was incredible. I have received many verbal and written comments discussing the excellence of the Storewars Training.

SUPERVALU has used many different types of negotiating and merchandising training packages in the past. The Storewars Training Program has to rank near, if not at the top, of our list of most effective training programs. The SUPERVALU participants gained valuable insights into how their manufacturer partners prepare for and actually negotiate. In addition, the program allowed us to critique each other on our effectiveness at negotiating on behalf of SUPERVALU.

Our manufacturer partners were impressed with the level of professionalism and intensity of Storewars. They also felt the forum provided them with a unique opportunity to work closely with their customer – SUPERVALU. Storewars also strengthened the working relationships between our merchandising staff and the manufacturers.

I also want to compliment you on your training style and dedication to making Storewars the excellent program it is today. We are already talking about how we can bring you back in 2004 for more Storewars Training at SUPERVALU!

Sincerely,

A handwritten signature in black ink that reads "Michael Terpkosh". The signature is written in a cursive, flowing style.

Michael Terpkosh  
Director, Category Management Development & Retail Pricing