

Dear Vendor,

As you know, LIDS Sports Group is rapidly evolving into a seamless Omnichannel retailer that provides customers what they want, when they want it, and how they want it. This is requiring us to change some of our processes and systems – both internally and in the way we interface with our vendor resources. Product attributes are a critical component to continue our growth of Omnichannel selling. Vendor assistance is needed in accurately providing product attributes, features, benefits, and product images to seamlessly offer our customers what they want through all of our selling channels. The following describes some changes you will need to make related to information transmitted via GXS catalogue and EDI 832 document:

We need our Vendors' partnership to:

- Provide all relevant attribute information in accordance with the [GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce](#).
- Provide Product Images in accordance with the [GS1 Voluntary Guidelines for Exchanging Extended Attributes for eCommerce](#).
- [LIDS Sports Group vendors must provide these attributes by no later than August 28, 2015.](#)

To support Vendors in these tasks:

- Information will be available specific to LIDS Sports Group vendors on the GXS site, <http://www.gxs.com/lids>.
- GXS will be conducting vendor seminars/webinars to address any concerns or questions.

Please feel free to contact me regarding any questions you may have.

Thank you,

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