

DATE: August 6, 2007
TO: **Vendor Partner**
FROM: Harris Mustafa
SUBJECT: DSW Electronic Data Interchange (EDI) Program

Dear ,

In September 2006, you received a letter from our Vice Chairman, Debbie Ferree regarding our EDI policies (see attached copy). This letter reaffirmed that beginning January 1, 2007 DSW would require EDI receipt and transmission of Purchase Orders (POs) Advanced Shipping Notices (ASNs) and Universal Product Codes (UPCs) for all footwear shipments.

As mentioned in the September letter, we do not require any particular vehicle for the EDI transmission. We simply require the transmission to meet the specifications outlined in our vendor compliance guide at

http://www.dswinc.com/vendors_compliance.jsp. Since that time, many of you have expressed an interest in Avery Dennison's InfoChain Express (ICE) solution. We have partnered with Avery and the ICE solution is now available to you. Subsequent to the September letter, you requested and had been granted an exception to the EDI requirements. Now that Avery ICE is available to you, we will begin enforcing our EDI compliance with all deliveries beginning November 1, 2007.

We look forward to our combined efforts in making DSW a leader in the footwear retail market. Please feel free to contact either David Widdifield (davidwiddifield@dswinc.com) or Jeff Girard (jeffgirard@dswinc.com) with any general concerns or questions related to this business change.

Sincerely,



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