



**RE: The Home Depot Data Synchronization Program Extended to homedepot.ca Suppliers**

The Home Depot has chosen Big Hammer® Data as their preferred Hardlines Marketing Data Pool (HMDP). We are excited about working with you and helping your business expand with the ability to offer valuable marketing content to your retail channels.

On September 28th, The Home Depot announced that it is partnering with Big Hammer as the authorized and preferred HMDP provider to collect, manage, and publish suppliers' rich product content to The Home Depot for U.S. Stores and HDD suppliers. We are now extending this program to [homedepot.ca](http://homedepot.ca) suppliers. Suppliers who currently provide product data to our private data pool must now register and manage their marketing product content and images via the Big Hammer HMDP for synchronization with us. **Suppliers are required to enroll in the Big Hammer Hardlines Marketing Data Pool by February 23, 2007.**

Additionally, The Home Depot has designated Big Hammer as the preferred Global Data Synchronization Network (GDSN) Supplier Data Pool, enabling suppliers to unite both the GDSN and marketing product data synchronization efforts through one solution provider. **Suppliers are required to enroll in a GDSN Supplier Data Pool by February 23, 2007.**

**Program Kick-Off Webinar – January 23, 2007 at 11:00 a.m. (EST)** - The Home Depot and Edgenet/Big Hammer will be hosting a kick-off webinar that will explain the benefits of this program and how to enroll. Presenting at the event will be Rick Gill, Data Relationship Manager and Mohamed Allibhai, Merchandising Manager for homedepot.ca along with a representative from Big Hammer. Attending the webinar is strongly encouraged and we recommend that both a business representative and a data representative from your company attend. [Register here](#) for the Data Synchronization webinar.

**Action Required**

1. Review the [Program Website](#)
2. Attend The Home Depot and Big Hammer Data Synchronization Kick-Off webinar on Tuesday, January 23, 2007 at 11:00 a.m. EST
3. Begin enrolling with Big Hammer on January 29, 2007

You may contact our Supplier Support Center at 866-865-6602 for additional assistance.

We look forward to your quick and active participation. If you have any questions about the program and our expectations, please email our Supplier Support Center at [bighammersupport@bighammer.com](mailto:bighammersupport@bighammer.com) or call 1-866-865-6602.

The Home Depot & Big Hammer