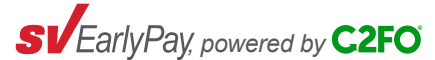


SUPERVALU INC.



Corporate Offices  
P.O. Box 990  
Minneapolis, MN 55440

This information is best reviewed by your financial team. If you're not the person responsible for cash management, please forward this to your CFO, Controller, Treasurer or Credit Manager.



Dear SUPERVALU Vendor,

SUPERVALU appreciates the working relationships we have with our suppliers and we are always looking for ways to strengthen this relationship. For this reason, we are pleased to offer you a new program, and hope you will give it full consideration.

SVEarlyPay, powered by C2FO, is a secure, web-based marketplace that facilitates accelerated payment of approved invoices and will officially launch on June 2016.

With this tool, you can request early payment on approved invoices and, for a discount, you can receive early payment directly from SUPERVALU, which may provide an opportunity to improve cash flow.

The best part about the tool is that you determine the early payment offer, so you're in control. If your offer is accepted, SUPERVALU will initiate an early payment.

**Benefits:**

- **LOW COST:** Creates a new working capital option at a rate you choose
- **FLEXIBLE:** Eliminates paperwork and contracts with on-demand access
- **SECURE:** Provides secure access to view your approved invoices
- **HELPFUL:** Gives you access to customer support team M-F, 8am-8pm ET.
- **SIMPLE:** Offers easy account activation and your payment method doesn't change

While we believe this program is a great option for improving your working capital efficiency, the final decision to use the tool is yours.

You may activate your C2FO account now or later at your convenience. There is no cost or obligation to you. If you have questions, our support team is ready to help you at [supervalu@c2fo.com](mailto:supervalu@c2fo.com).

Thank you for your continued business with SUPERVALU.

P.S. There's no cost or obligation when you activate your C2FO account. It simply gives you the opportunity to see how C2FO could improve your company's cash flow and save you money.



C2FO Support Team

[supervalu.c2fo.com](http://supervalu.c2fo.com) | 855-713-C2FO (2236) | [supervalu@c2fo.com](mailto:supervalu@c2fo.com)