



Marketing & Advertising

Shelly Armstrong
VP Marketing & Advertising

 **Corporate Branding & Image Program**

› **Goals:**

- › Align with our corporate strategy
- › Express our corporate personality
- › Convey our uniqueness in the industry
- › Convey our relevance to our customer
- › Create a tangible, timeless and emotional connection with our customers
- › Align with our corporate strategy

› **Impact:**

- › Increased, more frequent, repeat customer traffic
- › Stronger sense of pride and connection to the Exchange
- › Enhanced emotional connection to the Exchange
- › Increased sales and earnings/generate greater dividends
- › Making the Exchange our customers' first choice in all their buying decisions





LANE BRYANT



SHOPKO

CACIQUE



KOHL'S



LENSCRAFTERS



NORDSTROM

BARNES & NOBLE



It is all about customers!

› **Customers**

- › Site visits – 17 installations worldwide
- › Store sensing sessions
- › Online sensing sessions

› **Stakeholders**

- › Internal sensing sessions
- › Historical strategies and results

"The Exchange"

Because that is what we have been called by our guests and shoppers for over 100 years!



Brand Filter



The Exchange is here for you—*Outfitting Your Life*: your work life, family life and active life.

AAFES Core Essence

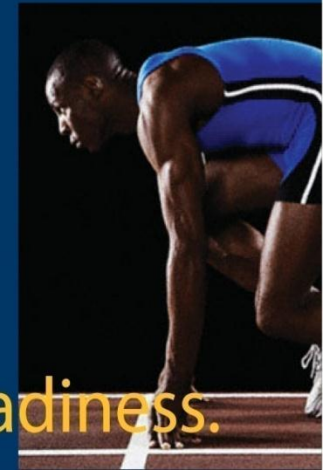
The distinguishing feature of both the military lifestyle and of AAFES relationship to its customer is the quality of Readiness.

Readiness is our competitive advantage & our unique brand essence.

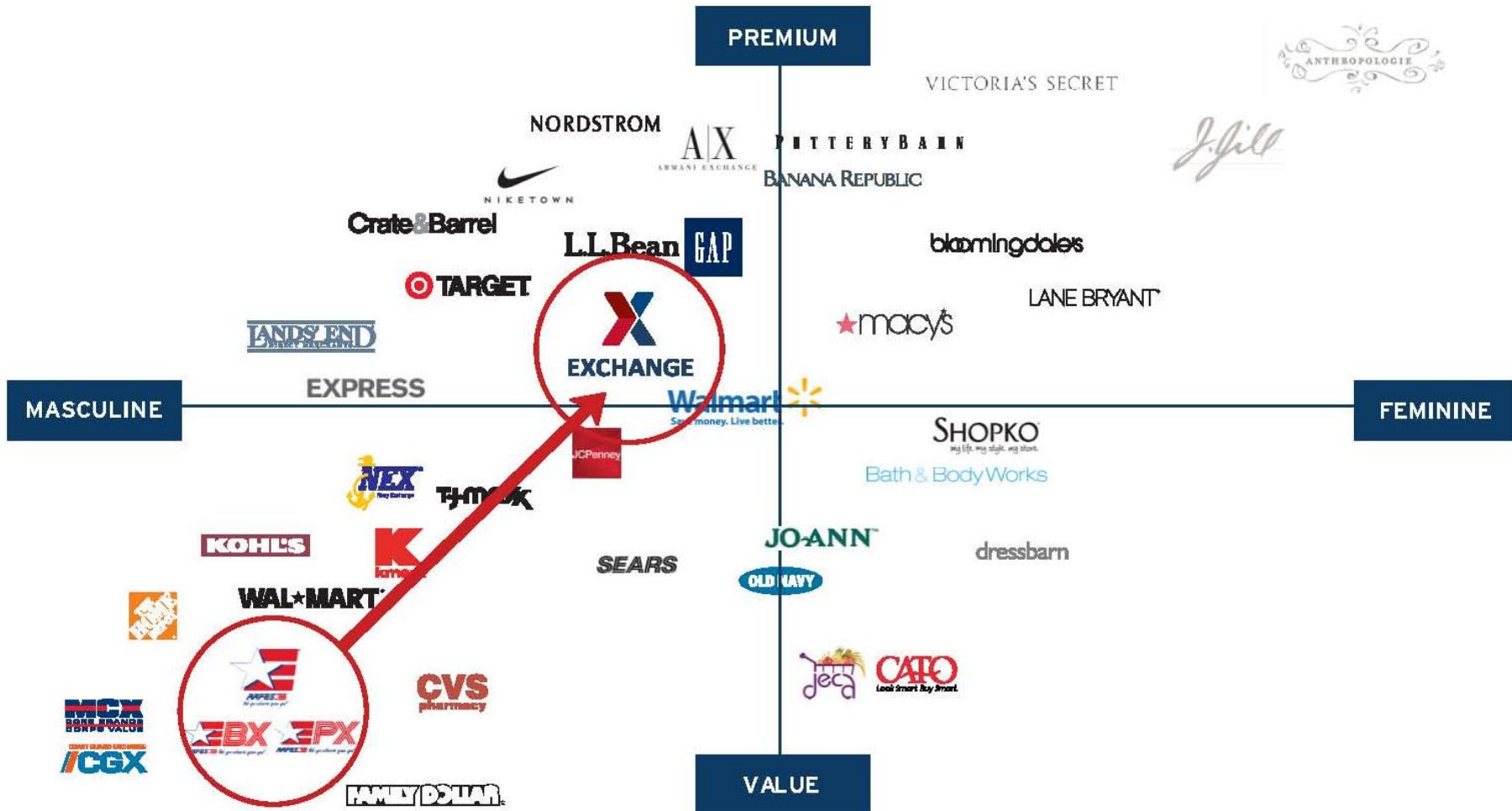
Readiness is an intangible spirit, a practical ability and a promise. Readiness is a state of poised tension, a wire stretched tight between steadiness and action, between home and battlefield, between leading and *pitching in*.

Readiness means preparedness; planning ahead, anticipating future needs. Readiness respects resources, human and supplies. Readiness imparts a balance—sometimes between life and death—and how quickly we can respond to both.

The lifestyle of the military is **Readiness.**

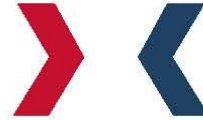


The identity is intended to be consumer facing and convey the brand values and mission





You save money



We give back to the community



aafes



EXCHANGE

We go where you go.



New Corporate Logo

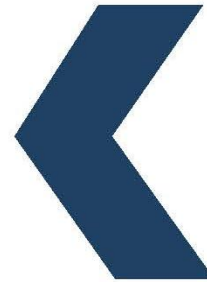
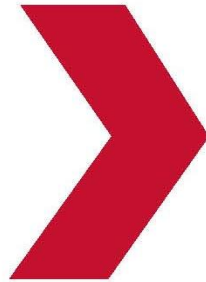


EXCHANGE

ARMY & AIR FORCE EXCHANGE SERVICE

“The Exchange”

*You save
money*



*We give back to
the community*

> YOU SAVE MONEY > X WE GIVE BACK <



EXCHANGE

You save, we give back.

› New Logo:

- › 76% rated logo “Neutral” to “Significantly better” than current logo
- › Positive language included “military,” “no tax,” “affordable,” “one-stop shopping,” “value,” and “modern”
- › New logo engenders the meaning of the Exchange

› New Slogan:

› YOU SAVE MONEY X WE GIVE BACK ◀

84% rated the slogan neutral to inspiring

› Exterior Signing

- › Positive language includes “military,” “one-stop shopping,” “modern,” and “stylish”

› In-Store Departments: Rated “significantly better” than current

- | | |
|-------------------------|-----------------|
| › Athletic- 69% | Power Zone- 63% |
| › Customer Service- 65% | Entry Zone- 61% |
| › Furniture- 64% | Jewelry- 54% |

› Website: 87% rated the proposed website as good as or better than the current site

Corporate Branding



Main Entrance



Food Court Entrance



Pylon



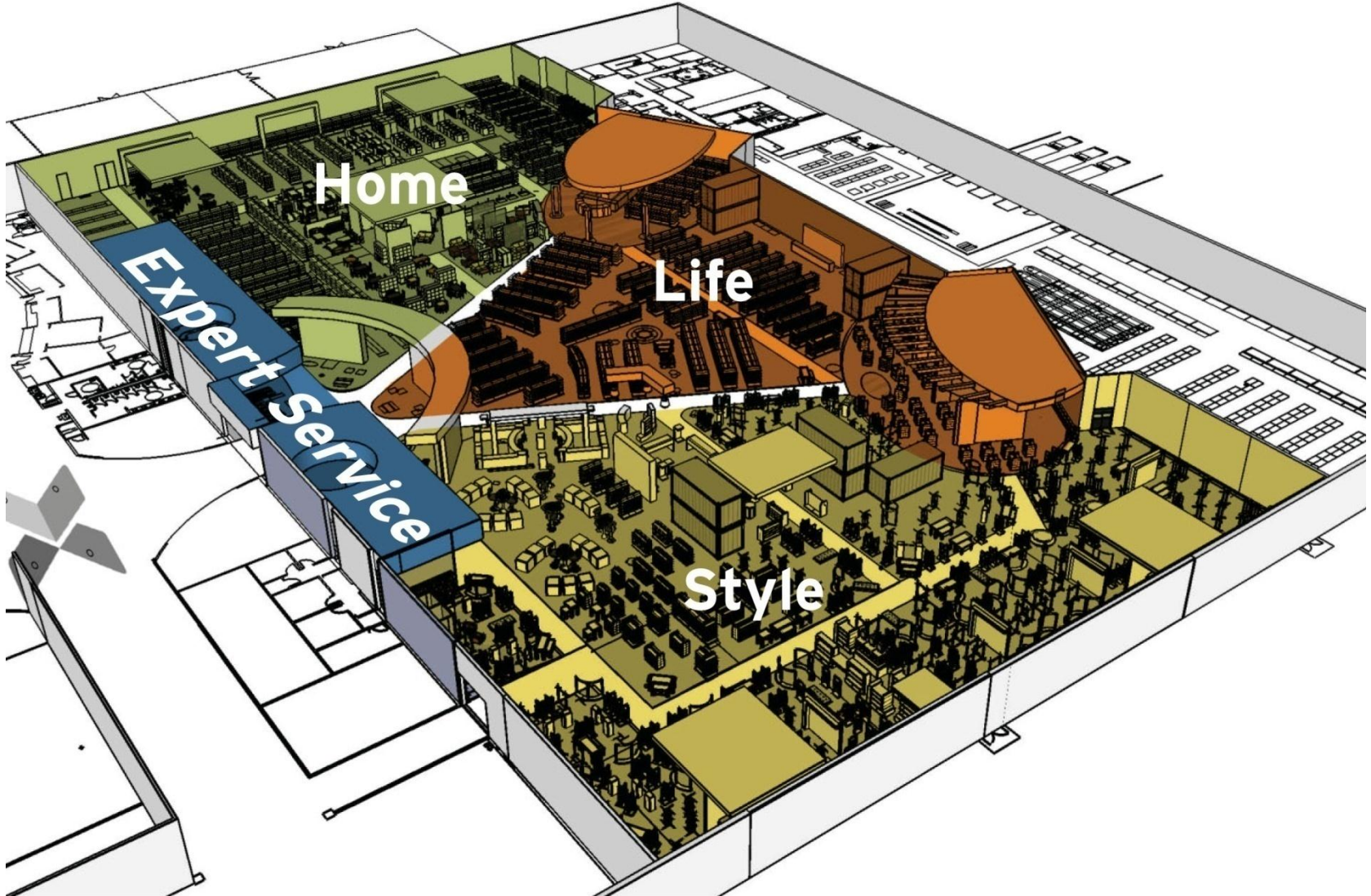
Ft. Bliss

KMCC



Tinker AFB







Tinker AFB





Tinker AFB



Tinker AFB





Tinker AFB



Tinker AFB





Tinker AFB

CUSTOMER SERVICE



Customer Service

Tinker AFB



Central Checkout



Checkout

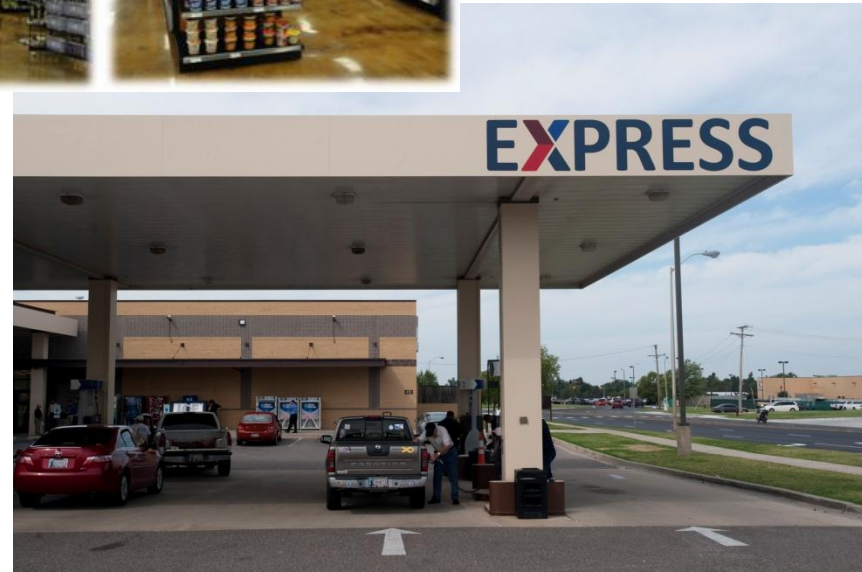


Tinker AFB

X EXCHANGE™ **Express**



Tinker AFB Express



MILITARY CLOTHING

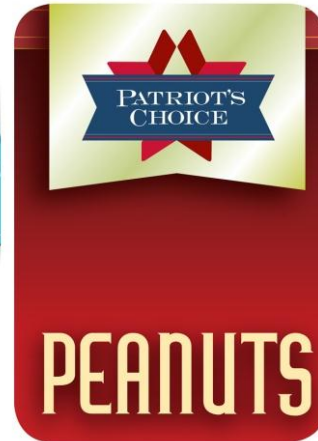
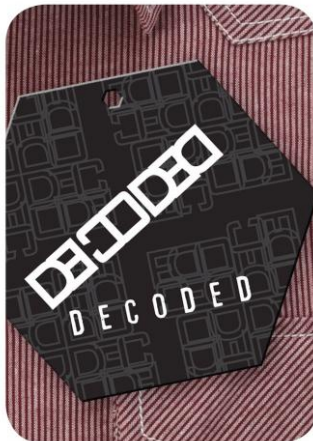


Anthony's Pizza



› Exclusive Brands Rollout:

- › 2010- Exchange Select, Patriot's Choice, Simply Perfect
- › 2011- PBX Basic, PBX Pro, JW, Junction West, Decoded, Passports, Gumballs, R&R Casuals, Big Sky Outfitters



EXCHANGE™ Completed Branded Projects

› Tinker AFB: Sept 2010

- › Main Store
- › Shopping Center
- › Express
- › Military Clothing

› 2011 projects:

- › Ft. Irwin Military Clothing
- › Eglin AFB- 7th Special Forces
 - › Military Clothing
 - › Express
- › Barksdale AFB Military Clothing
- › Hawaii Paradise Express
- › Shaw AFB Military Clothing
- › Ft. Riley:
 - › Furniture Store
 - › Express
 - › Military Clothing



- **1st/2nd Qtr 2012 Brand Openings**
 - Travis AFB- Projected Opening 4 May 2012
 - Ft. Bragg North- Projected Opening 18 May 2012
 - USMA- Projected Opening 10 June 2012
- **2012 Image Upgrades w/approved core branded elements**
 - Osan AB
 - Ft. Stewart
 - Sheppard AFB
 - Ft. Eustis
 - Robins AFB
- **Express- 32 Locations**
- **Military Clothing- 7 Locations**
- **Class Six- 2 Locations**



EXCHANGE™ Branding – Growing The Business



› Corporate Master Branding

- › Provide Brand continuity to clearly identify all Exchange Businesses
- › Execute standards in signing and advertising programs
- › Provide Expert Customer Service
- › Provide a unified customer experience regardless of Exchange location or business
- › Reduce the cost of branded graphic components and improve economies of scale
- › Provide value engineering to branded materials, graphics and fixtures while maintaining brand integrity



Design Awards

- › RDI: 1st Place, Large Format Store
- › Chain Store Age: Store of the Year
- › GlobalShop: 1st Place, Mass Merchant

Advertising

- ✓ **Branded:**
 - Exchange Logo
- ✓ **Value:**
 - Tax Message
 - Savings
- ✓ **Revenue**
 - Seeking Limited SKUs that generate significant earnings



- ✓ Offerings/Density
 - Promotional
 - EDLP in the mix
- ✓ Multi-channel
 - shopmyexchange.com integrated throughout

Sale Dates Friday, November 4 thru Thursday, November 10 **NO SALES TAX!**

CELEBRATE THE SEASON WITH *Savings*

X EXCHANGE

Cribson

Your choice **9⁹⁹**

Tuxedo Deluxe dinnerware with platinum band, 20-pc.
Harrison frosted flatware set, 20-pc.

Reg. 12.99 Jewelle glasses. Set of 4.
• Wine glass, 10-oz.
• Water glass, 14-oz.

Find money-saving coupons on Facebook! Look for this symbol in this sales flyer!

SCAN ME FOR MORE INFORMATION

✓ Drivers and Passengers

Sale Dates Friday, March 11 thru Thursday, March 17 **NO SALES TAX!**

Lucky SAVINGS Everyday!

SAVE \$60
\$189 Reg \$249
 Only \$10* per month!
 LCD TV, #LC2205S1

PS3
299⁹⁵
 Only \$10* per month!
 PS3 160GB hardware core unit.

shopmyexchange.com
 for more gaming and accessories!

9⁹⁵
 12V dual power adaptor car charger.
 #UGC-102-BL

19⁹⁵
 Optical digital cable.

24⁹⁵
 Blu-ray remote control.

44⁹⁵
 Dual Shock 2 wireless controller.

49⁹⁵
 Wireless controller.

COUPON Find money-saving coupons on Facebook! Look for this symbol in this sales flyer!

Using your smart phone, scan this barcode to "like" us now! Need a bar code reader? Download one free at <http://get.neoreader.com>

Sale Dates Friday, February 25 thru Thursday, March 3, 2011 **NO SALES TAX!**

You can relax at tax time
 Your Exchange has everything you need.

shopmyexchange.com
 for more tax software.

SAUER
SAVE 25%
89⁹⁹
 Reg 119.99
 Shoal Creek computer desk.

Quicken
 Starter Edition 2011.
 #B755X
2995
Get Your Rebate!
 Save up to \$30 when you buy Quicken + TurboTax (mail-in rebate). See store for details.

SAVE 30%
 on all office chairs.
 Limited to stock on hand. Selection may vary by location.

price CUT | Shop smart. Save BIG! Look for new savings throughout your Exchange every week.

Sale Dates Friday, June 10 thru Thursday, June 16

NO SALES TAX!

FATHER'S DAY
Sunday June 19, 2011

EXCHANGE

Special 12-month financing available for electronics purchases with your MILITARY STAR® card. See page 3 for details.

COBY®
40" LCD TV, #1FTVA028
SAVE \$120
\$379 Reg. \$499
Only \$31* per month!

FRANKLIN
SAVE 25%
on Franklin recliners.
Selection may vary by location.

Find money-saving coupons on Facebook! Look for this symbol in this sales flyer!

SCAN ME FOR MORE INFORMATION

online only

Find these items online at shopmyexchange.com!



Your choice
\$984 Reg \$1094

- Washer, 4.5 cu. ft.
#26-28003
■ Item 1026R (\$50 S/H)
- Electric dryer, 7.4 cu. ft.
#26-48003
■ Item 1026S (\$50 S/H)

- \$1047 Reg \$1149
- Gas, 7.4 cu. ft.
#26-58003
- Item 1026R (\$50 S/H)
- Each
- Item 1026S (\$50 S/H)

0

interest payments.

Enjoy 6 months of no interest or payments on any Whirlpool/Maytag purchase of \$345 or more when you use your MILITARY STAR® card March 4-17, 2011.

Whirlpool



Offer valid at your Exchange, Exchange Catalog or Exchange Online Store. Excludes Exchange Online Mail and Specialty Store purchases. Offer not valid at NEX, MCI, or CGX stores. PL#42094



EXCHANGE™ Quarterly Coupon Books



Clip & Save Big!

February 18 - March 17, 2011
Limit one coupon per product per purchase.




Clip & Save

April 29 - May 31, 2011
Limit one coupon per product per purchase.



EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



\$3 off
any Olay Age Defying Series cream, lotion or eye gel. No limit.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM



6 12759 43587 5

EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



\$3 off
any 2 L'Oréal Dermo-Expertise Skin Care products. Includes Advanced Revitalift, Age Perfect, Go360 and Skin Genesis. No limit.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM



6 12759 44526 3

EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



\$4 off
Neutrogena Ageless Intensives facial care products. Limit 1.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM



6 12759 44974 2

EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



30% off
any CoverGirl Lash Blast or Lash Blast Fusion mascara. No limit.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM



6 12759 46643 5

EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



\$1 off
all Maybelline eye products. No limit.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM



6 12759 47303 7

EXCHANGE STORE COUPON
Valid December 31, 2010 - January 31, 2011
Not valid at shopmyexchange.com



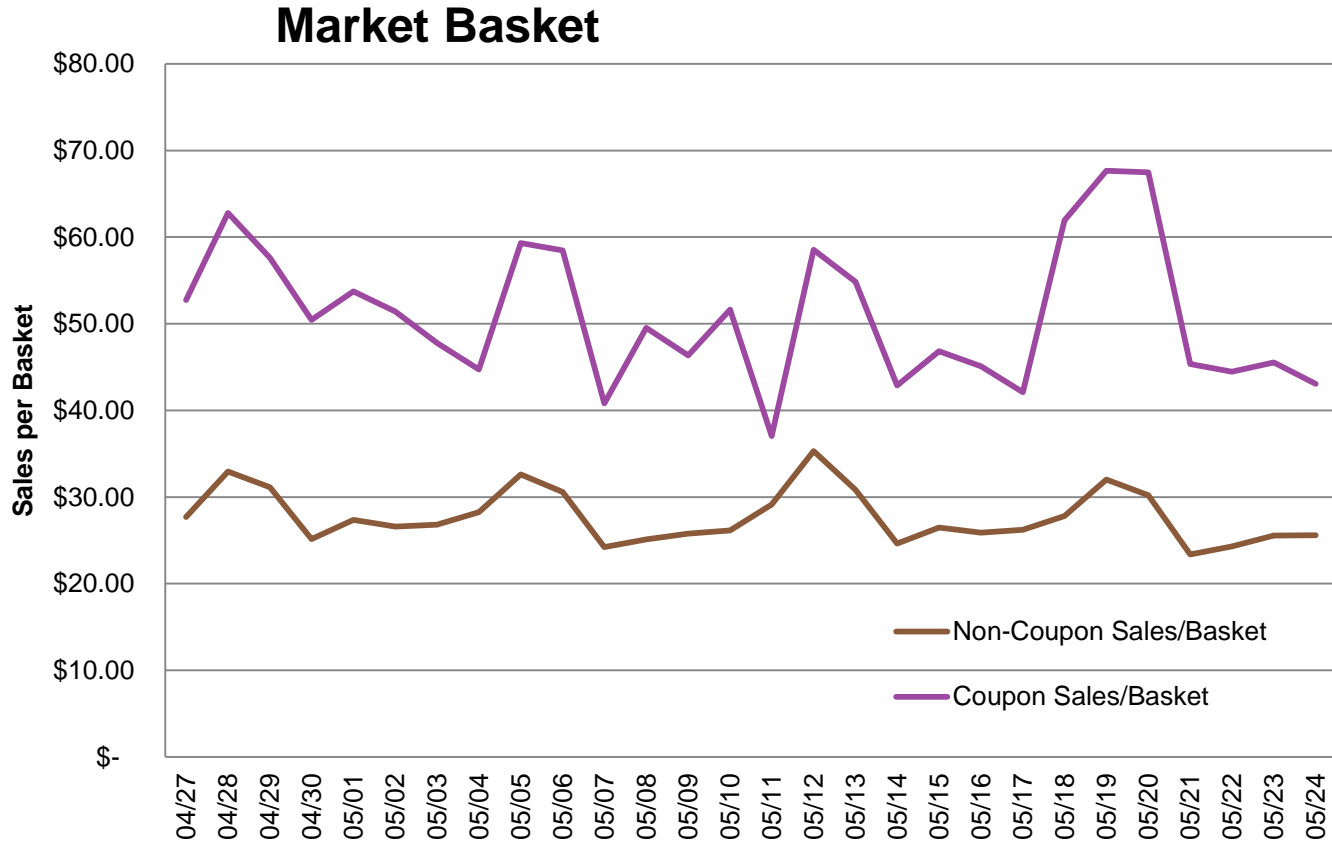
\$10 off
any Crest 3D White Strips, 14-ct. or greater. Limit 1.

ARMY AND AIR FORCE EXCHANGES SERVICE TO GO UPON. Original coupon must be presented at checkout. Limit one per person, per visit. Coupon valid at any AAFES facility. No cash redemption value. NOT VALID AT SHOPMYEXCHANGE.COM

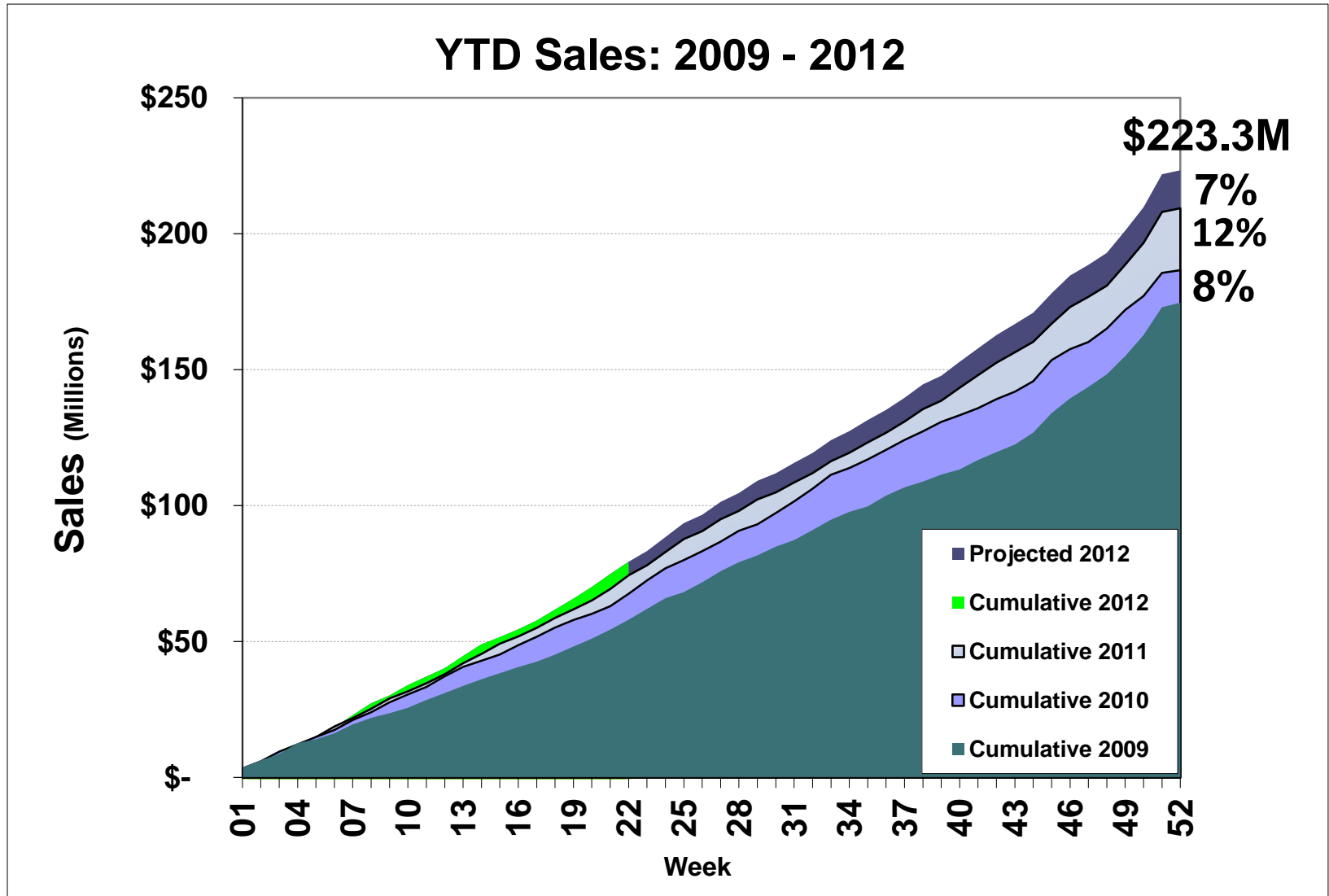


6 12759 47151 4

Coupons Drive Sales



Sales Promotion Metrics



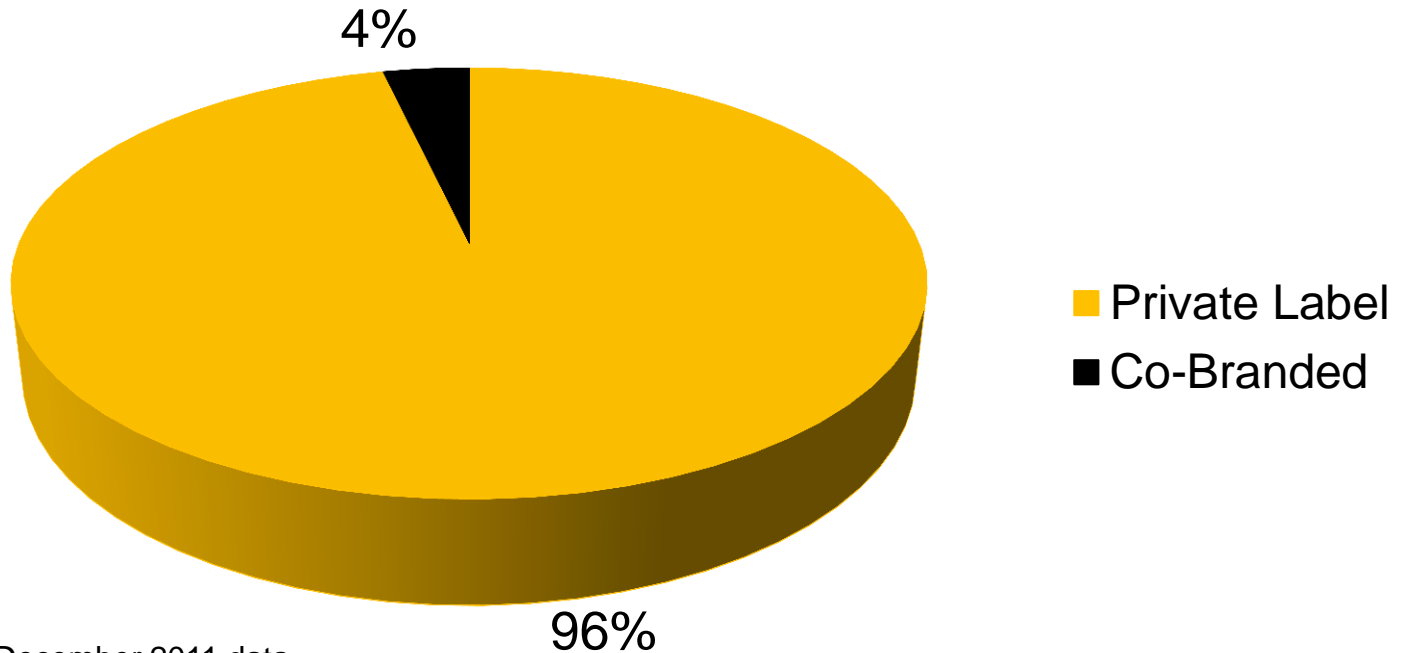
> MILITARY STAR®

Mission Statement

To be our customer's FIRST CHOICE in credit by providing valued credit products, encouraging patronage of our retail stores and generating sufficient earnings to add value to Exchange.



Percentage of Private Label and Co-Branded Cardholders



*Based on December 2011 data

Private Label Cardholders: 1,949,428

Co-Branded Cardholders: 73,474

Total MILITARY STAR® Cardholders: 2,022,902



Average 1st day's purchase: \$437

Average MILITARY STAR®
purchase: \$ 62

Average Exchange purchase: \$ 31

ITEMS 3
YTD Apr 12



6-Months

- 5% of sales

9-Months

- 7.5% of sales

12-Months

- 10% of sales

18-Months

- 15% of sales

24-Months

- 20% of sales



Benefits to Vendors



Tabloid Ad

\$469/Sq. Inch




**22 x 28
Poster**

\$10.40/Piece



**Laser
Statement
Ad**

\$5,000




Buddy List

\$400



**Internet
Flash
Banner**

\$2,500



PIN Pad

\$2,500

INCLUDED WITH PROMOTION



PAY NO INTEREST AND MAKE NO PAYMENTS FOR 6 MONTHS
on any Whirlpool/Maytag purchase of \$449 or more when you use your MILITARY STAR® card.

Offer valid March 16-29, 2012
See store associate for details




DELL

PAY NO INTEREST AND MAKE NO PAYMENTS FOR 12 MONTHS
on any Dell purchase of \$499 or more with your MILITARY STAR® card.

SHARP.



Scan me to apply.



PAY NO INTEREST AND MAKE NO PAYMENTS FOR 12 MONTHS
on any Sharp electronics purchase of \$499 or more when you use your MILITARY STAR® card.

Offer valid March 30 - April 5, 2012 at your Exchange, Exchange Catalog or [shopmyexchange.com](#). Excludes purchases from the Exchange Online Mall, Specialty Stores and Concessionaires. Includes Sharp appliance purchases. Offer not valid on MILITARY STAR® Rewards MasterCard® line of credit. Not valid at NEX, CGX and MCX stores. PL#42383

MILITARY STAR® Promotions subject to credit approval. Standard account terms apply to non-promotional purchases and, after promotion ends, to promotional purchases: As of January 1, 2011, a variable APR applies to Retail Plan Purchases; and variable **10.24%** APR applies to accounts subject to Penalty APR. Minimum interest charge: 50¢. See Exchange Credit Program Agreement for more details.




Offer valid February 3 - 9, 2012 on Dell Specialty Store and Dell computer purchases from [shopmyexchange.com](#) only.

Excludes purchases from the Exchange, Exchange Catalog, the Exchange Online Mall and Concessionaires. Offer not valid on MILITARY STAR® Rewards MasterCard® line of credit. Not valid at NEX, CGX and MCX stores. PL#42383

10.24% APR applies to Retail Plan Purchases; and variable **18.24%** APR applies to accounts subject to Penalty APR. Minimum interest charge: 50¢. See Exchange Credit Program Agreement for more details.



PAY NO INTEREST AND MAKE NO PAYMENTS FOR 12 MONTHS
on any Kenmore appliance purchase of \$599 or more with your MILITARY STAR® card.

Offer valid March 30 - April 5, 2012 at your Exchange, Exchange Catalog or [shopmyexchange.com](#). Excludes purchases from the Exchange Online Mall, Specialty Stores and Concessionaires. Offer not valid on MILITARY STAR® Rewards MasterCard® line of credit. Not valid at NEX, CGX and MCX stores. PL#42383

MILITARY STAR® Promotions subject to credit approval. Standard account terms apply to non-promotional purchases and, after promotion ends, to promotional purchases: As of January 1, 2011, a variable APR applies to Retail Plan Purchases; and variable **10.24%** APR applies to accounts subject to Penalty APR. Minimum interest charge: 50¢. See Exchange Credit Program Agreement for more details.



Account Management

Planning Ahead

Why Account Management

- Strategic Advertising Plan
- End-to-End Solution
- Targeted Demographics
- Exchange + Client Objective = Account Growth



Reservist – 1.2 Million

- Who he is:
 - Male, single
 - Age 25
- The value of the Exchange
 - Products & services while serving
 - Promotions relevant to his lifestyle
 - Support in both his citizen & military roles



Newly Enlisted – 1.6 Million

- Who he is:
 - Single, male
 - Age 19
- The value of the Exchange
 - Latest technology & products
 - Delivery wherever he is stationed
 - Touch of home



Career Military - 1.6 Million

- Who he is:
 - Male, married
 - Age 39
- The value of the Exchange
 - Believes in community & family
 - Desires trusted brands
 - No hassle customer service



Officer – 1.6 Million

- Who she is:
 - Female, single
 - Age 28
- The value of the Exchange
 - Latest styles
 - Opportunities to splurge
 - Rewards for her commitment to the military



Family Members – 6.4 Million

- Who she is:
 - Female, married
 - Age 23
- The value of the Exchange
 - Supports her husband
 - Savings for her family
 - One stop shopping



Retiree – 2.3 Million

- Who he is:
 - Male, married
 - Age 65
- The value of the Exchange
 - Shopping the Exchange is a tradition
 - Gives loyalty to those who supported him
 - Wants recognition for his service



Who is *YOUR* target customer?



- **YOU:**
 - **Who is your target customer**
 - **How do they shop**
- **US:**
 - **We will map the channels**



Account Management Process



Annual Marketing Plan

- Develop a plan
- Develop the metrics
- We will engage all necessary channels

Sep-01-2011 Proposal-2012 Ad-Plan				Package#1			Package#2			Package#3		
Media	Description	Impressions		Qty	Ad Rate	Cost	Qty	Ad Rate	Cost	Qty	Ad Rate	Cost
Digital												
EXTV	EXTV is a dynamic and engaging video feed which is digitally distributed to every display model TV within the PowerZone department as well as key viewing areas, such as Customer Service area and Food courts. *Production Fee Extra	5,210,219/ Month					15 Sec Ad/ 2-Spots	\$13,073/ Month	\$196,095	15 Sec Ad/ 2-Spots	\$13,073/ Month	\$26,146
Radio	Admits a modern music feed broadcast, your advertisement can target your product specific locations throughout the world, giving you maximum impact for your ad dollars. * Production Fee Extra	10M/ Month					4 Weeks/196 Bases	\$30/Week	\$5,880	4 Weeks/ 196 Bases	\$30/Week	\$47,040
Theater Slides	Your Slide will show up to four times before the feature film. You provide electronic artwork and we will take care of production and distribution.	179,364/ Month		4-Ads	\$3,264/ Month	\$13,056	2-Ads	\$6,528/ Month	\$13,056	4-Ads	\$3,264/ Month	\$13,056
Print												
Tabloid	Our weekly sales flyers are distributed to stores and customers in all 50 states, Europe and Pacific.			4Weeks-QuarterPg worldwide/ Weekly	\$37,520 Full Pg/ Week	\$150,013	4Weeks-QuarterPg worldwide/ Weekly	\$37,520 Full Pg/ Week	\$150,013	4Weeks-QuarterPg worldwide/ Weekly	\$37,520 Full Pg/ Week	\$150,013
Specialty Glam Books S/S; F/W&Tactical Book	There are numerous opportunities to promote your product line in our specialty tabloids, Fashion books, etc.			1 Quarter Pg Ad	\$37,520 Full Pg/ Book	\$37,520	1 Quarter Pg Ad	\$37,520 Full Pg/ Book	\$37,520	3 Quarter Pg Ads/1 Per Specialty Book	\$37,520 Full Pg/ Book	\$112,560
Social Media												
Facebook+ Twitter+ Salute to your Service Blog+ YouTube	Create Brand buzz through Social Media. excellent channel to introduce products to your customer.	100,000		4 Posts	\$3,000/ All channel postings	\$12,000	4 Posts	\$3,000/ All channel postings	\$12,000	6 Posts	\$3,000/ All channel postings	\$18,000
Internet												
Banner Ad-Dept Page	Exchange online shopping is available at all branches of the military, and receives 1 million visits each month. Advertise your brand on this same page for maximum visibility.	2 M/ Month		2-Ads	\$2,000/ Week	\$4,000	4-Ads	\$2,000/ Week	\$8,000	4-Ads	\$2,000/ Week	\$8,000
Op Befit! Banner	Get featured on the OpBeFit.com fitness lifestyle website.	Variable		4 Weeks	\$500/ Week	\$2,000	6 Weeks	\$500/ Week	\$3,000	8 weeks	\$500/ Week	\$4,000
Buddy List-Email	Get featured in the E-newsletter also known as Online Savings Clubs and advertise your brand to these online shoppers.	240,000		4 Posts	\$500/ Ad	Free	4 Posts	\$500/ Ad	Free	4 Posts	\$500/ Ad	Free
Total						\$65,449			\$125,347			\$181,902
Discount				less	10%	\$58,904	less	20%	\$100,278	less	30%	\$127,331

PLAN

Exchange Media



- › Establishing a sense of *community online*
- › Engaging customers *where they feel comfortable*
- › Providing customer service *real-time*
- › Communicating the Exchange *benefit & value*
- › Offering online coupons for *exclusive savings*



Like us.
AAFES, Your Military BX/PX
(Official Page)



Broadcast Yourself™

AAFESsalutes

AAFESsalutes



Follow us on
twitter
@EXCHANGE_STYS



EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE

Salute
To Your
Service
Celebrating the Military Family



- Banner Advertising
- E-Newsletter
- Buddy List



This is a screenshot of an email newsletter from shopmyexchange.com. At the top, it features a 'Buddy List' header with a red background and white text. Below this, there's a 'Make it CLICK' section with the shopmyexchange.com logo and a 'Grand Opening - March 26, 2011' announcement. A yellow banner below that says 'New & Improved Site - Coming Soon!' and 'Be sure to visit regularly for Special SAVINGS Events, awesome Sweepstakes prizes, and more!'. The main body of the email is divided into several promotional sections: 'EXCHANGE' with a 'Sale Dates: Mar 11-13', 'Check out these GREAT ADVERTISED SPECIALS at the Exchange', and 'Check out these great ONLINE offers'. There are three main promotional boxes: 'Lucky SAVINGS everyday!', 'THE MARCH MadHead SPECIALS' (35% OFF), and 'HOME ESSENTIALS SALE' (Save Up To 40% OFF). At the bottom, there's an 'EXTRA SAVINGS' section and a sign-up prompt for 'SALE FLYERS'.



- Worldwide Weekly Sales Flyer
- Express Convenience Store Flyer
- Quarterly Coupon Book
- Glam Books

X EXCHANGE
Clip & Save Big!
July 29 - August 31, 2011

<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>50¢ off Puffs facial tissues, 126-ct. or larger. Limit 1.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275942534</p>	<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>\$1 off Tide 2x liquid laundry detergent, 50-oz. or larger. Limit 1.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275942894</p>	<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>\$1 off Downy or Bounce 80-ct. dryer sheets or Downy liquid fabric softener. Limit 1.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275942419</p>
<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>\$1 off Febreze candles. Limit 1.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275949530</p>	<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>\$1 off All Small and Mighty liquid laundry detergent, 32-oz. No limit.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275942357</p>	<p>EXCHANGE STORE COUPON Valid July 29 - August 31, 2011 Redeemable only at Army and Air Force Exchange Locations</p> <p>30¢ off Simple Green all purpose cleaner, 22-oz. Limit 1.</p> <p><small>Original coupon must be presented at checkout. Limit one coupon per product, per purchase. Coupon valid at Army and Air Force Exchange facilities. No cash redemption value. ©2011 Exchange.</small></p> <p>1275942367</p>

X EXCHANGE
April 12 - March 11, 2012

GLAM BOOK

Sale Dates Friday, March 23 thru Thursday, March 29 **NO SALES TAX!**

X EXCHANGE
sweet prices... find the savings!

Special buy! Your choice 9.99
Large toy filled Easter basket. Large.

8.95
Cuddie Bunny, Assorted.

2.49
Lots of Eggs, 36-ct. Assorted sizes.

1.29
Fillable Easter eggs, 12-ct. Assorted bright and pastel colors.

79¢
Easter grass, Assorted colors.

1.79
Easter basket, Assorted.

Special buy! Your choice 3.49
Reese's Peanut Butter eggs, 6-pk.

Special buy! Your choice 2 for \$6
Nestle Nest Eggs, 10-oz. • Butterfingers • Milk Chocolate • Crunch

Special buy! Your choice 2 for \$6
Calbury creme and chocolate creme egg, 4 pk.

Shop early for best selection. All items are limited quantities. Selection may vary by location.

f Find money-saving coupons on Facebook!
COUPON SCAN FOR MORE INFORMATION

Easter arrives April 8th!

EXTV, EXRN & Theater

- EXTV Commercial Digital Network
- EXRN Exchange Radio Network
- Movie Theater Ads







- Pump Toppers
- Column Communicators
- Endcap Program
- Floor Decal
- Pin Pad Graphic
- Sweepstakes

INSTRUCTION SHEET

GATORADE 5 FOR \$5

JOB# 120102012774 • MAR 2012

PROGRAM: Gatorade 5 for \$5 Promotion sign kit.

STRATEGY: This sign kit is designed to promote the Gatorade 5 for \$5 promotion at your Express and Main store.

DISPLAY DATES: 1 May - 30 September, 2012

ORDERING: This sign kit is being shipped by automatic distribution and will not be available for reorder. The instruction sheet and artwork for printing additional quantities can be downloaded and printed from Vmagazine using the following path:

Signs and Posters>Express>Gatorade 5 for \$5

Execution: Install 6"x 6" Window Cling on the cooler door near Gatorade products and/or on the entrance to the Express. When used on an exterior entrance door, cling should only be up for two weeks at a time. Use 28.75" x 20.81" End Cap in frame above end cap display and Pallet Sign above pallet display. Display 10' x 3' banner outside the Express in an area with maximum exposure to customer observation. Banner should only be displayed for 2 weeks at a time.

COMPONENTS: not shown to scale.



End Cap Panel
Size: 28.75" x 20.81"
Quantity: 4 per kit



Pallet Sign
Size: 32" x 8"
Quantity: 2 per kit



Exterior Banner
Size: 120" x 36"
Quantity: 1 per kit



Cling
Size: 6" x 6"
Quantity: 5 per kit

QUESTIONS:

For questions regarding the execution of this signing, please contact MKSignExecutionHelp@aafes.com.

For questions regarding content, please contact MKSignHelp@aafes.com.

> New Avenues

- **Operation: Be Fit!**
 - Fitness Lifestyle Magazine
 - Multichannel Approach
 - OPBEFIT.com

Community
Support Your Troops
Salute To Your Service
Patriot Family
Operation Be Fit
Events & Promotions
Submit Local Fitness Event
Request Runners Bibs
Fitness Inspiration & Information
Socially Fit
Video and Photos
Retired Employees Association
Military Retiree Connection
PCS Headquarters
School Lunch Program
Homeschooling

Operation Be Fit



Mission & Vision



Fitness and wellness are a universal challenge for the Exchange, it is part of our customers' mission: a fit body, mind and soul performance in the daily endeavor of protecting freedoms at home and abroad. The Exchange collaboration with the Army, Air Force, Defense Welfare and Recreation operations, is launching initiatives to promote healthy choices, fit personal wellness information to both customer and associates.

The Operation Be Fit program



goal is to corporate project an integrated awareness campaign that promotes and encourages a healthy lifestyle and to develop a life-long emotional connection with our customers.

Look for the Be Fit Shop in stores

X
EXCHANGE
OPERATION: BEFIT!
OPBEFIT.COM
YOUR 2012 GUIDE TO A HEALTHY LIFESTYLE
JULY 2012

July 1 thru July 15, 2012
NO SALES TAX!

What's inside?

Headline 1 Goes Here

Headline 2 Goes Here

Headline 3 Here

Headline 4 Here

Headline 5 Goes Here

Inset Headline Here

See Details on Page 3

LIKE FOLLOW REPOST WATCH DOWNLOAD

Visit opbeffit.com for more info on your local events + fitness-related information.

EXCHANGE™ Truck Wraps

- › 1,100 Trucks in Fleet
- › 37.7 Million Highway Miles Annually
- › Average 99,000 Annual Miles Per Trailer
- › 8.9 Million Impressions Annually



- Jeanne McDonald McDonaldJe@aafes.com
- Antra Sootha SoothaA@aafes.com



 Questions?
