

## NOTICE TO THE TRADE – DeCA NOTICE 13-03

SUBJECT: \$6 Billion Sales Goal Achievement – Fiscal Year 2012

I am pleased to announce that DeCA surpassed its \$6 billion sales goal for fiscal 2012. Your contributions helped to make this a notable reality.

Our success is due largely to the phenomenal support we receive from you, our Industry partners. You can be extremely proud that you have been directly responsible in bringing unprecedented value to our deserving patrons. Your steadfast support of DeCA's sales programs coupled with your provision of impactful pricing strategies have yielded significant patron savings across our shopper's average market basket. I thank you also for consistently operating as a valued partner and principal catalyst in propelling our business forward. Your effective merchandising support throughout the year, to include your fiscal year-end push for incremental sales combined with follow-through in store level execution, has made the difference.

Noteworthy is that collectively we have attained this sales feat with just 247 stores. The last time we achieved \$6 billion in sales we had 411 stores, in fiscal 1992. I attribute this achievement in exceeding our ambitious fiscal 2012 sales goal of \$6 billion to our combined strength and passion in delivering persistent quality and substantial savings to our patrons, who deserve the very best we have to offer. I applaud and thank each and every one of you in this effort.

Many of you were at the American Logistics Association National Convention in Washington, D.C., this week when announcement of this achievement was made, so I was able to thank you personally for your valued partnership. This note serves to reinforce my appreciation and extend my thanks to those of you who were not there.

Throughout fiscal 2012, you have unfailingly supported DeCA programs that provided a renewed understanding and an appreciation of the commissary benefit to the men and women and their families of our armed forces. We can all be rewarded by the fact that together we have further solidified the commissary benefit for these wonderful men and women who protect our freedoms around the world. With the momentum you have created this past fiscal year, I am confident that together we will go beyond the \$6 billion mark in sales in fiscal 2013 to reach our stretch sales goal of \$6.175 billion. Thanks for all you do every day to make our commissaries truly "worth the trip!"

//Signed//  
Joseph H. Jeu  
Director and CEO