

PSM

November 28, 2007

NOTICE TO THE TRADE – DeCA NOTICE 08-21

SUBJECT: Item Refresh for Far East Stock Assortment

The purpose of this Notice to the Trade is to request submissions for refreshing our Far East stock assortment. Space in our warehouses remains limited so we do not wish to greatly increase the Far East selection. Our mission is to update the stock assortment with current item trends and marketing strategies.

For this purpose, we will open a window of opportunity from February 4 through February 15, 2008. During this time frame, manufacturers and brokers can submit items that are currently in our system, but not allocated to the Far East. The requested items should be your top selling items within each category and/or items that are unique to Far East clientele. Be mindful of the Far East CDC space limitations when presenting these items. This action may require a change or swap of items currently allocated to the Far East.

All item requests must be on a DeCA Form 40-15 and should be submitted to the appropriate buyer via e-mail or hard copy dropped off at the Marketing Business Unit Information Receptionist Desk in the vendor presentation suite. Buyers must be made aware of any issues associated with the distribution, pricing or availability of these items as well as short code dates.

The buyers will make the final decisions for their categories for all submissions and items that are selected will be posted within 45 days on a special “Add and Delete List” for the Far East. Your cooperation and compliance with these instructions will ensure all requests are properly processed efficiently.

Decisions to allocate new and/or existing items to Far East stores have been and will remain at the discretion of the category buyer. All future presentations for the Far East must be directed to the appropriate category buyer. Any concerns or issues pertaining to allocations to the Far East should be directed to the category buyer or manager.

Point of contact regarding additional information concerning this matter is Ms. Juanita Hartling, category buyer, at 804-734-8195.

/s/
Randall Chandler
Director of Sales