

PSS

January 11, 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-37

SUBJECT: Promotional Calendar – 2008 Update

The purpose of this Notice to the Trade is to provide industry with an update to the promotional calendar for 2008 which is provided as an attachment. The updated information is marked in red font.

Basically, the pricing periods for five pricing periods have been extended an extra two weeks at the front end of the display periods to allow our commissary staffs more time to plan, order and take delivery of products scheduled for promotion in the national promotional packages. The first change occurs in June for period 12 and is followed by changes in periods 16, 21, 22 and 23.

If you have any additional questions, my points of contact are Mr. Charlie Dowlen, Promotions Manager, at (804) 734-8385 and Mr. Lou Kennedy, Assistant Promotions Manager, at (804) 734-8232.

//signed//
Randall Chandler
Director of Sales

Attachment:
As stated