

PSS

January 25, 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-43

SUBJECT: 2008 Summer Club Pack Program

The purpose of this Notice to the Trade is to advise industry that DeCA will promote a Summer Club Pack Program from July 1 through September 30, 2008. The VPR pricing period will be from June 16 to October 15, 2008.

Presentations should be made to Mr. Louis Kennedy from February 11 - 22, 2008. Industry presentations should focus on high indexing category leading items, which provide commissary patrons with maximum savings. The promotional matrix should be utilized as a guide when making presentations.

Industry must clearly identify whether or not the club pack items may be ordered as open stock or pallets. Sometimes distributors/sales representatives communicate to stores that open stock items are available only as pallets, which negatively impacts the program and creates bill paying concerns. Additionally, please ensure that the items accepted for the program are set up with the distributors as published. This will prevent delays in getting product to the distributors in time for stores to order and receive the items for their highly advertised club pack sales.

The summer club pack program will be published in early April. Commissaries will be queried on a monthly basis concurrent with the promotional packages to obtain pre-committed quantities. These pre-committed quantities will also be provided to industry.

My points of contact are Mr. Charles Dowlen, Promotions Manager, at (804) 734-8385, and Mr. Louis Kennedy, Assistant Promotions Manager, at (804) 734-8232.

/s/  
Randall Chandler  
Director of Sales