

PSM

February 13, 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-48

SUBJECT: DeCA Seasonal Healthcare Center Rack Replacement

Sales representatives from S&K Sales are presently coordinating the distribution of new “Seasonal Health Care Center” racks to all stores as noted below. These racks are intended to replace the current racks that have been in use for approximately three years. These racks should be available to stores beginning on February 10, 2008.

Class 1-5 stores

S&K – one - 39-inch rack

These racks are mandatory for all class stores. These racks will be utilized year round to display certain sinus/allergy, first aid, and cough/cold/flu remedies. There are four seasonal promotional periods:

- 1) Sinus/Allergy – March/April/May
- 2) First Aid – June/July
- 3) Sinus/Allergy – August/September
- 4) Cough/Cold/Flu – October/November/December/January/February

The planograms with the appropriate items have been recently updated for each store classification and can be found on the commissaries.com website. Over the next several weeks, S&K sales representatives will be coordinating delivery and setup schedules for this new rack with the staff in each store.

Presentation dates for future seasonal promotion periods are listed below:

- 1) 2<sup>nd</sup> Sinus/Allergy rack (Aug/Sep 2008) will be accepted in March 2008.
- 2) Cold/Flu rack (Oct/Nov/Dec 2008; Jan/Feb 2009) will be accepted in May 2008.
- 3) Sinus/Allergy rack (Mar/Apr/May 2009) will be accepted in October 2008.
- 4) First Aid rack (Jun/Jul 2009) will be accepted in January 2009.

Points of contact are Bill Wood, Category Manager, DSN 687-8222 and Michael Carter, Category Buyer, DSN 687-8220.

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Randall Chandler  
Director of Sales

Patrons, Workforce and Stakeholders working together to create "Raving Fans."