

PSS

February 25, 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-54

SUBJECT: 2008 Holiday Club Pack Program

The purpose of this Notice to the Trade is to advise industry that DeCA will promote a Holiday Club Pack program from October 1 through December 31, 2008. The VPR pricing period will be from September 16 to January 15, 2009.

Presentations should be made to Mr. Louis Kennedy from April 7 - 18, 2008. Industry presentations should focus on holiday related 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. 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 Holiday Club Pack program will be published in early June 2008. 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