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September 4, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-101

SUBJECT: Record Sales

Your strong support of DeCA this year continues to drive record sales, bringing unprecedented value to our military men and women and their families. I deeply appreciate your contributions because it is our combined strength that allows us to deliver quality and huge savings to our deserving patrons. Together, we have done amazing feats this year, but we have now reached a critical juncture in taking the commissary benefit to the next level, and I need your help.

As we begin our September worldwide case lot sales, we have a golden opportunity to reach our \$6 billion sales plateau for fiscal 2009. By aggressively expanding our cooperative efforts in these final weeks of the sales year, we will assist our Nation in its stated desire to meet its obligations to military families and retired veterans. The goal is simple: We want to help our Nation's patriots and their families stretch their hard-earned paychecks as far as they can. As you know, our military families truly deserve the value we bring them because they stand for all of us. During these difficult economic times, you should take great pride knowing that you help our country maintain military readiness and quality of life for the people who defend freedom and democracy.

Clearly, the strength of our partnership is most evident when we successfully communicate the savings to our customers. Together, we can help them understand that they routinely save 30 percent or more on their grocery bills annually and up to 50 percent or more when they stock up and save at their commissary case lot sales. Please join us as we strive to reach new heights of awareness, savings, customer service, foot traffic, and increased sales.

Thank you for making *the commissary worth the trip!*

/s/

Philip E. Sakowitz, Jr.
Director

*Thanks in
advance for
all your support!*