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September 18, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-106

SUBJECT: September Case Lot Sales

I have been receiving glowing reports from our stores about how extremely well the September worldwide case lot sales have been going thus far. I know the incoming success stories are the result of having industry partners like you, who are genuinely concerned about bringing the best products to the most revered customers – America’s Service members, military retirees, and their families.

Our customers’ overwhelming response to these events is a huge indicator as to how significant a role you play in helping DeCA provide the premier nonpay benefit to our patrons. For that, I am truly thankful and appreciative.

This year in particular, your valued partnership with us has provided the opportunity to pass along unprecedented savings to America’s most deserving customers and the possibility of shattering last year’s sales goal. To achieve those objectives, we are looking for your continued support during these last few weeks of fiscal 2009. As of September 17, we are at \$5.778 billion with \$222 million to make goal. We still have time to get the word out about the tremendous savings customers can realize at the last of September’s case lot sales, so we are hoping you will join us and support our efforts.

Thank you for all you do for DeCA and its customers, and thank you for joining forces with us to make the commissary “*worth the trip!*”

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Philip E. Sakowitz, Jr.
Director