

Month	Promo Period	Dates of Displays	Duration of Display	Month of Presentation	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items	DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Promo Theme
JAN	1	JAN 7 - JAN 20, 2010	2 WEEKS	AUG	JAN 1 - JAN 31, 2010	DEC 10, 2009	NOV 1, 2009 - JAN 31, 2010	OCT 10, 2009	RESOLUTIONARY SAVINGS
JAN	2	JAN 21 - FEB 10, 2010	3 WEEKS	AUG	JAN 16 - FEB 15, 2010	DEC 25, 2009	NOV 16, 2009 - FEB 15, 2010	OCT 25, 2009	PIGSKIN PARTY SALE
FEB	3	FEB 11 - FEB 24, 2010	2 WEEKS	SEPT	FEB 1 - FEB 28, 2010	JAN 10, 2010	DEC 1, 2009 - FEB 28, 2010	NOV 10, 2009	MARDI GRAS OF SAVINGS
FEB	4	FEB 25 - MAR 10, 2010	2 WEEKS	SEPT	FEB 16 - MAR 15, 2010	JAN 25, 2010	DEC 16, 2009 - MAR 15, 2010	NOV 25, 2009	FROSTY'S DOLLAR DAYS
MAR	5	MAR 11 - MAR 24, 2010	2 WEEKS	OCT	MAR 1 - MAR 31, 2010	FEB 10, 2010	JAN 1 - MAR 31, 2010	DEC 10, 2009	ICE COLD SAVINGS
MAR	6	MAR 25 - APR 7, 2010	2 WEEKS	OCT	MAR 16 - APR 15, 2010	FEB 25, 2010	JAN 16 - APRIL 15, 2010	DEC 25, 2009	BAKING UP GREAT SALES
APR	7	APR 8 - APR 21, 2010	2 WEEKS	NOV	APR 1 - APR 30, 2010	MAR 10, 2010	FEB 1 - APR 30, 2010	JAN 10, 2010	BLOOMING SAVINGS
APR	8	APR 22 - MAY 5, 2010	2 WEEKS	NOV	APR 16 - MAY 15, 2010	MAR 25, 2010	FEB 16 - MAY 15, 2010	JAN 25, 2010	ENERGY EFFICIENT SAVINGS / DOLLAR DAYS
MAY	9	MAY 6 - MAY 19, 2010	2 WEEKS	DEC	MAY 1 - MAY 31, 2010	APR 10, 2010	MAR 1 - MAY 31, 2010	FEB 10, 2010	EVERY DAY IS MOM'S DAY
MAY	10	MAY 20 - JUN 9, 2010	3 WEEKS	DEC	MAY 1 - JUN 15, 2010	APR 10, 2010	MAR 1 - JUN 15, 2010	FEB 10, 2010	REMEMBERING THE MILITARY SALE
JUN	11	JUN 10 - JUN 23, 2010	2 WEEKS	JAN	JUN 1 - JUN 30, 2010	MAY 10, 2010	APR 1 - JUN 30, 2010	MAR 10, 2010	LI'L HEROES SALE
JUN	12	JUN 24 - JUL 7, 2010	2 WEEKS	JAN	JUN 16 - JUL 15, 2010	MAY 25, 2010	APR 16 - JUL 15, 2010	MAR 25, 2010	GRAND 'OLE FLAG SALES EVENT
JUL	13	JUL 8 - JUL 21, 2010	2 WEEKS	FEB	JUL 1 - JUL 31, 2010	JUN 10, 2010	MAY 1 - JUL 31, 2010	APR 10, 2010	SURF'S UP FOR SAVINGS
JUL	14	JUL 22 - AUG 11, 2010	3 WEEKS	FEB	JUL 16 - AUG 15, 2010	JUN 25, 2010	MAY 16 - AUG 15, 2010	APR 25, 2010	HEALTHY LIVING EVENT
AUG	15	AUG 12 - AUG 25, 2010	2 WEEKS	MAR	AUG 1 - AUG 31, 2010	SEP 10, 2010	JUN 1 - AUG 31, 2010	MAY 10, 2010	BROWN BAGGING IT
AUG	16	AUG 26 - SEP 8, 2010	2 WEEKS	MAR	AUG 16 - SEP 15, 2010	SEP 25, 2010	JUN 16 - SEP 15, 2010	MAY 25, 2010	HARD WORKING BARGAINS
SEP	17	SEP 9 - SEP 22, 2010	2 WEEKS	APR	SEP 1 - SEP 30, 2010	AUG 10, 2010	JUL 1 - SEP 30, 2010	JUN 10, 2010	OKTOBERFEST CELEBRATION
SEP	18	SEP 23 - OCT 6, 2010	2 WEEKS	APR	SEP 16 - OCT 15, 2010	AUG 25, 2010	JUL 16 - OCT 15, 2010	JUN 25, 2010	NATIONAL MILITARY FAMILY EVENT
OCT	19	OCT 7 - OCT 20, 2010	2 WEEKS	MAY	OCT 1 - OCT 31, 2010	SEP 10, 2010	AUG 1 - OCT 31, 2010	JUL 10, 2010	DECA 19TH ANNIVERSARY SALE
OCT	20	OCT 21 - NOV 10, 2010	3 WEEKS	MAY	OCT 16 - NOV 15, 2010	SEP 25, 2010	AUG 16 - NOV 15, 2010	JUL 25, 2010	MONSTER MASH SALES / DOLLAR DAYS
NOV	21	NOV 11 - DEC 1, 2010	3 WEEKS	JUN	NOV 1 - DEC 15, 2010	OCT 10, 2010	SEP 1 - DEC 15, 2010	AUG 10, 2010	SERVING UP SAVINGS
DEC	22	DEC 2 - DEC 15, 2010	2 WEEKS	JUL	NOV 16 - DEC 15, 2010	OCT 25, 2010	SEP 16 - DEC 15, 2010	AUG 25, 2010	FUN FAMILY SAVINGS FOR THE HOLIDAYS
DEC	23	DEC 16, 2010 - JAN 5, 2011	3 WEEKS	JUL	DEC 1 - JAN 15, 2010	NOV 10, 2010	OCT 1 - JAN 15, 2010	SEP 10, 2010	JOY TO THE WORLD SALE