

PSSP

August 21, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09- 93

SUBJECT: Promotional Matrix 2010

The purpose of this Notice to the Trade (NTT) is to advise industry of the Defense Commissary Agency's (DeCA) Promotional Matrix for calendar year 2010.

The Promotional Matrix accompanying this NTT is a result of a cooperative effort by DeCA and our partners in industry. All proposed changes were reviewed by the promotions sub-committee of the Commissary Council. All proposals were then sent to the Marketing Business Unit category managers and buyers for further review and final recommendations. Many of the suggestions were incorporated in the final version. Decisions were made utilizing suggestions from industry that were researched by the committee to determine how well categories indexed by month within DeCA and in civilian retail facilities.

The goals in creating the 2010 Promotional Matrix were to focus promotional efforts of DeCA and industry to better reflect the buying habits of our customers and to identify growth opportunities. Industry should utilize the Promotional Matrix as a guide to plan annual promotional and advertising dollars. DeCA will reserve the right to promote categories not listed on the Promotional Matrix for a particular month to support special circumstances, such as new item launches or special retail packs that support movie tie-ins.

Special thanks to all parties that participated in this venture. This Promotional Matrix will provide excellent guidance as to when products should be presented with the intent of featuring the right products at the right time at the right price.

Points of contact for the Promotional Matrix are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 48385 and Ms. Renee Mayo, Assistant Promotions Manager, at 804-734-8000, extension 48441.

//signed//
Randall Chandler
Director of Sales

Attachment:
As stated