

PSM

October 24, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-01

SUBJECT: Far East, Alaska, and Hawaii Category Management

The purpose of this Notice to the Trade is to notify our industry partners that effective October 1 the national and local stock assortment selection for all commissaries located in the Far East, Alaska, and Hawaii has become the responsibility of the DeCA Marketing Business Unit (MBU), Product Support Division.

Presentations will be made by commodity category with the respective category buyers at DeCA MBU, Product Support Division. The DeCA Form 40-15 will be utilized for all presentations and must contain all pertinent information (to include contract numbers and all item nomenclature; to include item description, UPC, patron savings, case cube, layer, item dimensions and pricing, and the appropriate distributor information) for consideration for commissaries in the Far East, Alaska, and Hawaii. **A second presentation specifically for Far East, Alaska, and Hawaii will not be taken.**

Once an item has been approved for CONUS, the items will then be reviewed for allocation to stores in Alaska, Hawaii, and the applicable DeCA central distribution centers (CDC) for Japan, Okinawa, Korea, and Guam. Some of the criteria for the review process will include product sales, space availability in CDC, country demographics, and product shelf life.

All file maintenance actions will be performed at DeCA MBU—to include distributor changes, adds, allocations, phase outs, deletions, and any changes to item information in DIBS. Any requests for allocations for Far East, Alaska, and Hawaii will be considered as new item adds and will be routed through the applicable category buyer.

Your assistance in making this a smooth transition is greatly appreciated. DeCA's central points of contact for issues relating to this notice are Mr. Delbert Myrick, Deputy Director of Sales, 804-734-8240; Ms. Valerie Robillia, Buyer for the Far East, Alaska, and Hawaii, 804-734-8453; and Ms. Vicki Sliwicki, Local/Regional Buyer, DeCA West, 916-569-4823.

/s/

Scott E. Simpson
Chief Operating Officer