

PSM

October 17, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-08

SUBJECT: Calendar Year (CY) 2006 Rack/Cooler Program

The Marketing Business Unit has completed its review of the CY 2006 rack presentations. As a result of the review, DeCA has selected a core group of merchandising vehicles, as identified in the attachment, to comprise the rack program.

The function of the selected vehicles is strictly to supplement shelf space in support of high volume items to meet customer demand or to merchandise items that are not planogrammed elsewhere in the store. As in last year's program, all rack placements will be at the discretion of the store director with the exception of those racks that are identified on the attached document as mandatory. Presentations for additional racks or coolers for CY 2006 will not be considered.

On/off floor type-merchandising vehicles used during promotional activity will continue to be authorized for use in support of monthly/seasonal promotional activity for those categories that lend themselves to this type of merchandising vehicle. Vendors are encouraged to work together to find innovative ways to share coolers. This includes, but is not limited to, chill, freeze, and prepackaged meat.

Those companies that have racks currently in the store that are not identified on the attachment should remove all racks no later than January 31, 2006.

If you have further questions, please contact Edna Hoogewind, Contracting Advisor, at (804) 734-8410.

/s/

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated