

PSS

October 2, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-148

SUBJECT: 2007 Summer Club Pack Program

The purpose of this Notice to the Trade is to advise Industry that DeCA will promote a summer club pack program from May 1 to September 30, 2007. The VPR pricing period will be from March 16 to October 15, 2007.

Presentations should be made to Mr. Tom Muehlbauer from October 10 to 20, 2006. Industry presentations should focus on high indexing category leading items, which provide commissary patrons with maximum savings. The promotional matrix should be utilized as a guide when making presentations.

Industry must clearly identify whether or not the club pack items may be ordered as open stock or pallets. In many cases, distributors/sales representatives continue to communicate to stores that open stock items are available only as pallets, which has negatively impacted the program and created bill paying concerns. Additionally, please ensure that the items accepted for the program are set up with the distributors as published. This will prevent delays in getting product to the distributors in time for stores to order and receive the items for their highly advertised club pack sales.

The summer club pack program will be published in November. Commissaries will be queried on a monthly basis concurrent with the promotional packages to obtain precommitted quantities. These precommitted quantities will also be provided to industry.

My points of contact are Ms. Mary Michael, Promotions Manager, at (804) 734-8228, and Mr. Tom Muehlbauer, Assistant Promotions Manager, at (804) 734-8232.

/s/

Scott E. Simpson
Chief Operating Officer