

PSM

November 8, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-17

SUBJECT: DeCA Sales Bands

The purpose of this Notice to the Trade is to provide the updated DeCA sales bands (attached). Industry should continue to utilize sales bands when developing store level display contests. This approach affords stores with the opportunity to compete with other stores within their sales bands as well as contribute to their zone and region's team effort and performance. Industry may further segment these three categories with the baseline being sales.

Superstore:	Sales Bands 8 – 10
Large:	Sales Bands 5 – 7
Small:	Sales Bands 1 – 4

Points of contact are Delbert L. Myrick, Deputy Director of Sales, (804) 734-8240 and Mary Michael, Promotional Manager, (804) 734-8228.

//s//

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated