

OC

February 24, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-64

SUBJECT: Marketing Tools Area Established for Industry

We are pleased to announce that our industry partners will now have access to DeCA visuals, logos, briefings, and other marketing tools through a new marketing tools page on [www.commissaries.com](http://www.commissaries.com). Located under the front page link “About Us,” then “Business with DeCA,” it is in the same marketing area where our industry partners currently access notices to the trade and planograms.

By providing industry with a user-friendly location to access and download the Agency’s commonly used images and messages to more effectively communicate the value of the benefit we also anticipate a corresponding increase in sales and the number of patron transactions. In order to facilitate our mutual efforts and to more effectively heighten awareness of the value of the benefit, industry is encouraged to include DeCA messages that focus on “savings of 30% or more over commercial grocery stores” in all appropriate advertising materials.

Information on points of contact for larger files, different formats, and other graphics will also be available at the new marketing tools area. However, Corporate Communications will approve the end use or application of the DeCA cart before that image file is provided.

If you have any questions or wish to suggest additional tools, please contact Ms. Bonnie Powell, Chief, Marketing Division, (804) 734-8404/8134.

/s/

Scott E. Simpson  
Chief Operating Officer