

PSM

April 21, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-85

SUBJECT: Ice Cream Category Review

A category review has been completed for ice cream. Many thanks to our industry partners who provided business updates and worked with us to accumulate the necessary data.

The goal of this review was to determine the best product assortment by commissary size, taking into consideration national, regional and local brand name products; space availability; and category growth potential.

The category stock assortment is provided as an attachment for all interested parties, and a summary of K codes is as follows:

K1: 77	K2: 41	K3: 62	K4: 18	K5: 0
--------	--------	--------	--------	-------

This category review reflects the negotiated stock assortment for the category. Having completed the reclama process, all decisions are final. All products are currently being reclassified to conform to this review.

Items pending deletion will remain in the system for 60 days from the time the intent to delete notification was sent out. Items will be “P” coded after the first 30 days. You should work with your supplier immediately to liquidate any residual stock.

Thank you in advance for your participation and cooperation in this endeavor. Point of contact is Mr. Mark Arland, Category Manager, at (804) 734-8232.

/s/

Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated