

August 6, 2010

PSMP

NOTICE TO THE TRADE – DeCA NOTICE 10-132

SUBJECT: DeCA 2011 Regular 2 Week Promotional Calendar - Revision

The DeCA 2011 Regular 2 Week Promotional Calendar has been revised. The original calendar was published under Notice to the Trade – DeCA Notice 10-118 and is hereby rescinded. Please utilize the revised calendar provided as an attachment.

Points of contact on issues relating to this Notice to the Trade are Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385 or Ms. Renee Mayo, Assistant Promotions Manager, 804-734-8000, extension 4-8441.

/s/

Christopher T. Burns
Director of Sales