

Regular Promotional Calendar
2011

Month	Promo Period	Dates of Display	Duration of Displays	Month of Presentation	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items	DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Current DeCA Promo Themes
Jan	1	JAN 6 - JAN 19, 2011	2 WEEKS	AUG	JAN 1 - JAN 31, 2011	Dec 10,2010	OCT 16, 2010 - JAN 31, 2011	Sept 25,2010	NEW YEAR'S SPECTACULAR
Jan	2	JAN 20 - FEB 9, 2011	3 WEEKS	AUG	JAN 1 - FEB 15, 2011	Dec 10,2010	OCT 16, 2010 - FEB 15, 2011	Sept 25,2010	FOOTBALL FEVER (Super Bowl Feb 6)
Feb	3	FEB 10 - FEB 23, 2011	2 WEEKS	SEPT	FEB 1 - FEB 28, 2011	Jan 10,2011	NOV 16, 2010 - FEB 28, 2011	Oct 25,2010	HEARTFELT SAVINGS
Feb	4	FEB 24 - MAR 9, 2011	2 WEEKS	SEPT	FEB 16 - MAR 15, 2011	Jan 25,2011	NOV 16, 2010 - MAR 15, 2011	Oct 25,2010	SAVINGS, IT'S WORTH THE TRIP
Mar	5	MAR 10 - MAR 23, 2011	2 WEEKS	OCT	MAR 1 - MAR 31, 2011	Feb 10,2011	DEC 16, 2010 - MAR 31, 2011	Nov 25,2010	COOL DEALS ON FROZEN MEALS
Mar	6	MAR 24 - APR 6, 2011	2 WEEKS	OCT	MAR 16 - APR 15, 2011	Feb 25,2011	DEC 16, 2010 - APR 15, 2011	Nov 25,2010	GET HEALTHY WITH GOOD FOR YOU VALUES
Apr	7	APR 7 - APR 27, 2011	3 WEEKS	NOV	APR 1 - APR 30, 2011	Mar 10,2011	JAN 16, 2011 - APR 30, 2011	Dec 25,2010	GREEN DAYS OF SAVINGS (Easter April 24th)
May	8	APR 28 - MAY 11, 2011	2 WEEKS	DEC	APR 16 - MAY 15, 2011	Mar 25,2011	FEB 1, 2011 - MAY 15, 2011	Jan 10,2011	CELEBRATING MOM / MIX-N-MATCH CASE LOT SALE
May	9	MAY 12 - JUN 1, 2011	3 WEEKS	DEC	MAY 1 - JUN 15, 2011	Apr 10,2011	FEB 16, 2011 - JUN 15, 2011	Jan 25,2011	REMEMBERING THOSE WHO ARE PROUD TO SERVE SALE
Jun	10	JUN 2 - JUN 15, 2011	2 WEEKS	JAN	MAY 16 - JUN 15, 2011	Apr 25,2011	MAR 1, 2011 - JUN 15, 2011	Feb 10,2011	DAD'S DAY DEALS
Jun	11	JUN 16 - JUL 6, 2011	3 WEEKS	JAN	JUN 1 - JUL 15, 2011	May 10,2011	MAR 16, 2011 - JUL 15, 2011	Feb 25,2011	STAR SPANGLED SAVINGS SPECTACULAR
Jul	12	JUL 7 - JUL 20, 2011	2 WEEKS	FEB	JUL 1 - JUL 31, 2011	Jun 10,2011	APR 16, 2011 - JULY 31, 2011	Mar 25,2011	FUN WITH LI'L HEROES SALE
Jul	13	JUL 21 - AUG 3, 2011	2 WEEKS	FEB	JUL 16 - AUG 15, 2011	Jun 25, 2011	MAY 1, 2011 - AUG 15, 2011	April 10,2011	IT'S GREAT INSIDE THE GATE
Aug	14	AUG 4 - AUG 24, 2011	3 WEEKS	MAR	JUL 16 - AUG 31, 2011	Jun 25, 2011	MAY 1, 2011 - AUG 31, 2011	April 10,2011	BACK TO SCHOOL SAVINGS SPECTACULAR
Aug	15	AUG 25 - SEPT 7, 2011	2 WEEKS	MAR	AUG 16 - SEPT 15, 2011	Jul 25, 2011	MAY 16, 2011 - SEP 15, 2011	Apr 25,2011	LABOR DAY SAVINGS / STOCK UP WITH CASE LOT SALE
Sep	16	SEPT 8 - SEPT 21, 2011	2 WEEKS	APR	SEPT 1 - SEPT 30, 2011	Aug 10,2011	JUN 16, 2011 - SEP 30, 2011	May 25,2011	FAMILY APPRECIATION DAYS
Sep	17	SEPT 22 - OCT 5, 2011	2 WEEKS	APR	SEPT 16 - OCT 15, 2011	Aug 25,2011	JUL 1, 2011 - OCT 15, 2011	Jun 10,2011	GREAT OCTOBERIFFIC CELEBRATION
Oct	18	OCT 6 - OCT 19, 2011	2 WEEKS	MAY	OCT 1 - OCT 31, 2011	Sept 10,2011	JUL 16, 2011 - OCT 31, 2011	Jun 25,2011	DeCA'S 20th ANNIVERSARY SALE
Oct	19	OCT 20 - NOV 2, 2011	2 WEEKS	MAY	OCT 1 - NOV 15, 2011	Sept 10,2011	JUL 16, 2011 - NOV 15, 2011	Jun 25,2011	SPOOKTACULAR SAVINGS
Nov	20	NOV 3 - NOV 16, 2011	2 WEEKS	JUN	OCT 16 - NOV 30, 2011	Sept 25,2011	AUG 1, 2011 - NOV 30, 2011	July 10, 2011	HONORING OUR VETERAN'S DAY SALE
Nov	21	NOV 17 - NOV 30, 2011	2 WEEKS	JUN	NOV 1 - NOV 30, 2011	Oct 10,2011	AUG 16, 2011 - NOV 30, 2011	July 25, 2011	GOBBLE UP THE GREAT DEALS
Dec	22	DEC 1 - DEC 14, 2011	2 WEEKS	JUL	NOV 16 - DEC 15, 2011	Oct 25,2011	SEP 1, 2011 - DEC 15, 2011	Aug 10,2011	WELCOME HOME TO SAVINGS
Dec	23	DEC 15, 2011 - JAN 4, 2012	3 WEEKS	JUL	DEC 1, 2011 - JAN 15, 2012	Nov 10,2011	SEP 16, 2011 - JAN 15, 2012	Aug 25,2011	HOLIDAY FAMILY SAVINGS