

PSMP

November 30, 2009

NOTICE TO THE TRADE – DeCA NOTICE 10-14

SUBJECT: Family Fitness and Fun Event

The purpose of this Notice to the Trade is to notify our partners in Industry of our “Family Fitness and Fun” promotional event. This event will occur during promotional display periods #9 and #10 and in conjunction with the May 2010 case lot sale in each worldwide store location.

There are two parts to this promotional program which includes the promotional display periods and the May case lot sale event. During the case lot sale, we will be partnering with MWR and AFFES to conduct a joint parking lot sale that will focus on health and wellness. The second part is the two regular display periods where we want to feature healthy meal solutions on displays in the commissaries. During these two periods, we are also encouraging Industry to generate funds through case accrual and other means for an MWR donation to be given to each military service.

There will be a 5 K run/walk or similar physical fitness event at the commissary parking lot by the case lot sale where possible. Setting up small booths and item displays with product demonstrations, coupons and recipe cards is highly encouraged. It should be a carnival type atmosphere that is focused on healthy eating, exercise, and health and wellness. Suggestions also include promotional giveaways that involve local exchanges and MWR services. For example, a display for a summer barbeque theme might include a drawing for a gas grill donated by the local exchange. Other examples would be a display on trail mix or whole grain cereal with a trail bike to be given away or a drawing from MWR that selects a customer for a free golf membership. These are just a few of the unlimited number of ideas that could be utilized to structure your promotions.

Our store directors are working the logistics for these events and we would like you to coordinate with them directly to create activities that focus on children and adolescents. Child care centers and teen centers are two MWR organizations that would be great areas of opportunity. We are suggesting games and challenges that may include field day type activities such as a 100 yard dash, a tug of war, and three legged races to get children away from the TV and computer. We want to promote physical activity and body fitness. Promotional prizes may include athletic equipment from the exchanges and MWR could advertise their youth activity programs such as softball, soccer and swim classes.

Throughout the month of May, we are looking forward to product demonstrations and activities in the commissaries that will educate our customers on healthy eating and healthy lifestyles. We encourage you to team with our produce departments to highlight the importance of fresh fruits and vegetables in addition to your regular healthy products.

Finally, the outreach opportunities are endless for this sales event. Through our marketing program, there will be a number of outreach opportunities at store level and we encourage you to partner with our store directors to make those activities a success.

Please help us make this a grand event everyone will remember! Cartoon characters, games, large and small giveaways, product demonstrations and coupons are all highly encouraged. Sales representatives wishing to participate in this grand event should begin making plans. Coordination for these activities will be at store level with store directors for your promotional proposals.

Points of contact for this Notice to the Trade are Mr. Brad McMinn, Chief, Perishable Division, at 804-734-8000, extension 48390 and Mr. Charles Dowlen, Promotions Chief, at 804-734-8000, extension 48385.

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Randall Chandler  
Director of Sales