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September 29, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-157

SUBJECT: Addendum to DeCA Notice 10-79; Industry Presentations for 2011-2012
Rack/Cooler Program

The purpose of this Notice to the Trade is to set forth a change to the program. The duration of the program will include an additional optional year; January 1, 2013 to December 31, 2013. The program will henceforth be termed the 2011-2013 Rack/Cooler Program.

In the interest of maximizing the cost effectiveness of display fixtures and their service maintenance expenses, it is mutually beneficial to both DeCA and its industry trading partners to allow for one additional option year beyond the former time parameter ending December 31, 2012.

As in previous DeCA rack programs, the extension option is at the discretion of either DeCA or the rack provider. As stated in Notice to Trade 10-79, continuation into option years is automatic unless either DeCA or the trading partner elects cessation. Accrual fund offers and funds related to cooperative merchandising agreements (CMA) for the program calendar years 2011 and 2012 would continue for 2013. All other parameters for the program as defined in NTT 10-79 remain unchanged.

Proposals for the rack program are taken in good faith that racks placed in the stores will be maintained in a serviceable and clean condition for the duration of the program.

If you have any questions, please contact Al Flowers, Special Projects, at 804.734.8000, extension 4-8381.

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Christopher T. Burns
Director of Sales