

PSMP

February 12, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-46

SUBJECT: DeCA National Pet Theme

The purpose of this Notice to the Trade is to notify our partners in Industry of our latest Agency wide theme. After the great success of last year's "Everyday is Mom's Day" and "Li'L Heroes", the new theme for 2010 will be "Your Pet, Your Family".

This new theme honoring our pets will kick off Saturday, March 13, 2010, across DeCA worldwide. Corporate Communications has developed special marketing kits for this theme that will be delivered to commissaries beginning next week. These kits will be used to decorate pet food displays in the stores. The official graphics for "Your Pet, Your Family" have been added to DeCA's website so our Industry partners and store personnel can print extra point of sale material as needed.

The March 13th date corresponds with promotional period #5 with displays that begin on Thursday, March 11th. There are dog and cat items sponsored by Nestle and C. Lloyd Johnson in this first promotional period. This theme will be ongoing through the month of May and store personnel should use the pet items in the standard promotional packages for displays. There are also pet items in the winter and spring club packs and the May case lot sale promotional packages that may be utilized.

Please assist our store directors in making this a great event in our commissaries. Please construct attractive pet food displays with the appropriate signage that will emphasize our new theme and increase pet food sales. Activities in the store with a pet theme are highly encouraged to include a pet photo contest, pet items in flyers, product demonstrations, coupons and etc.

Mr. Sakowitz will attend the "Your Pet, Your Family" kick off event at the Scott AFB Commissary on the morning of March 13th. Your special assistance in helping DeCA make this a grand event would be greatly appreciated as there will be a number of dignitaries present.

Points of contact for this Notice to the Trade are Mr. Charles Dowlen, Promotions Chief, at 804-734-8000, extension 48385 or Ms. Michelle Frost, Chief, Semiperishable Division at 804-734-8000, extension 48696.

/s/

Christopher T. Burns
Director of Sales

The Commissary – It's Worth the Trip!