

PSMP

February 27, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-51

SUBJECT: DeCA Seasonal Healthcare Center Rack

S&K Sales Company provides one 39 inch health and beauty aid rack for the Healthcare Center for all stores. This rack is mandatory for all class stores and is setup for all commissaries in CONUS, Alaska and Hawaii. This rack will be utilized year round to display certain sinus/allergy, first aid, and cough/cold/flu remedies. There are four seasonal promotional periods:

- 1) Sinus/Allergy – March/April/May
- 2) First Aid – June/July
- 3) Sinus/Allergy – August/September
- 4) Cough/Cold/Flu – October/November/December/January/February

The planograms with the appropriate items have been recently updated for each store classification and can be found on the commissaries.com website

Presentation dates for future seasonal promotion periods are listed below:

- 1) 2nd Sinus/Allergy rack (Aug/Sep 2010) will be accepted in March 2010.
- 2) Cold/Flu rack (Oct/Nov/Dec 2010; Jan/Feb 2011) will be accepted in May 2010.
- 3) Spring Sinus/Allergy rack (Mar/Apr/May 2011) will be accepted in October 2010.
- 4) First Aid rack (Jun/Jul 2011) will be accepted in January 2011.

Points of contact are Bill Wood, Category Manager, (804) 734-8000 extension 48222 and Andrew Beres, Category Buyer, (804) 734-8000 extension 49808.

/s/

Christopher T. Burns
Director of Sales