

PSMP

March 2, 2010

NOTICE TO THE TRADE – 10-53

SUBJECT: Promotions Holiday/Seasonal Calendar 2010/2011 – Update

The purpose of this Notice to the Trade is to inform Industry of an update to the published Promotional Holiday/Seasonal Calendar for 2010/2011. Changes to the calendar dates have been highlighted in the attachment in red font to identify the new dates.

Specifically, the end dates to most of the Christmas promotional packages have been changed to end on December 25, 2010. Most store directors prefer to markdown the items in these packages the day after Christmas. These items will be on their normal two week automated scandowns effective December 26th.

If you have any additional questions, please contact Ms. Kelly Schoot, Promotions Coordinator at 804-734-8000, extension 48308 or Mr. Charles Dowlen, Promotions Chief at 804-734-8000, extension 48385, e-mail: charles.dowlen@deca.mil.

/s/

Christopher T. Burns
Director of Sales

Attachment:
as stated