

PSV

March 11, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-60

SUBJECT: Images for Club Pack, Power Buy and Primary Items in 2010

The purpose of this Notice to the Trade is to advise industry of plans to launch the pre-order/pre-pay version of the Guard/Reserve On-Site Sales System and to emphasize the importance of featuring images of products to assist our customers with their purchases.

Images will be required for all of your club pack items accepted for each seasonal club pack period, as well as Power Buy and Primary products accepted for each promotional period. Once the products have been approved, an image of a single product, in size 260 x 260, or larger, should be e-mailed to Tanya Cooksey (tanya.cooksey@deca.mil). Images that are smaller than 260 x 260 cannot be used, as the clarity is distorted when the images are enlarged. The deadline for images for the Spring Club Pack period, as well as Power Buy and Primary items in Promotional Periods 7-12, is NLT April 1. Following from there, images should be provided for all club pack periods and promotional periods continuously.

Clear images of your products will result in sales – the brown box that is displayed when no image is provided, does nothing to help the customer make a decision for a purchase. Please help us to provide the most information possible for customers and help to build sales in our Guard/Reserve On-Site Sales System. It's a win-win situation for all concerned.

Dates for club pack periods are provided in Notice to the Trade 09-52 and dates for promotional periods are provided in Notice to the Trade 10-33.

My points of contact are Mr. Willie Watkins, Chief, Guard/Reserve Support Branch, 804-734-8000, extension 4-8453, and Tanya Cooksey, Guard/Reserve Administrative Support, 804-734-8000, extension 4-9827.

/s/

Christopher T. Burns
Director of Sales