

PSMP

March 15, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-61

SUBJECT: Promotional Matrix Input for 2011

The purpose of this Notice to the Trade is to request input to the Marketing Business Unit's current 2010 promotional matrix for 2011. As you know, we have redesigned the matrix with help from our industry partners to make it more "user friendly". Please see the attached excel spreadsheet for the 2010 matrix. We will use the same procedure as last year with industry providing data based input utilizing the attached format (one category per page). The following data elements are required for all input: retail and DeCA dollar sales, unit sales, and percent change. DeCA and retail seasonality index and lift should be provided in the "reason for change" field. Categories normally affected by the change in date for Easter each year have already been shifted to April and are highlighted in red on the spreadsheet.

The goals for the 2011 promotional matrix are as follows:

- a. Focus promotional efforts of DeCA and industry to better reflect patron buying habits.
- b. Build flexibility into the promotional plan to allow DeCA and industry to identify growth opportunities, capitalize on the newest industry trends, and react quickly to changes in consumer purchase patterns.
- c. Enable industry to maximize the impact of annual promotional and advertising dollars.

Please note the promotional matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentine's Day, Easter, Mother's/Father's Day, Halloween, and Thanksgiving/Christmas will continue to be supported via the seasonal packages and will not be included as part of the promotional matrix.

Please provide all input utilizing the attached form and e-mail to Mr. Russ Moffett at rmoffett@ala-national.org no later than April 15, 2010. ALA will coordinate this data and deliver to the Promotions Sub-Committee for discussion on April 20, 2010. If you have any further questions, my official point of contact for the promotional matrix is Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 4-8385.

/s/

Christopher T. Burns
Director of Sales

Attachments:

As stated