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December 7, 2006

NOTICE TO THE TRADE – DeCA NOTICE 07-10

SUBJECT: DeCA's Store of the Future Grand Opening (San Diego)

The purpose of this Notice to the Trade is to notify Industry of the approval process for those desiring to participate in the April 20, 2007, grand opening of DeCA's first Store of the Future, located in San Diego, CA. The grand opening of this store is the result of many years of research, planning, and development that will provide our patrons with a unique shopping experience. Consequently, this grand opening will be a landmark event for DeCA that will be handled in a manner different from our previous grand openings.

The unique design and services offered in the Store of the Future, coupled with the number of VIPs planning to attend, will make this grand opening a "larger than life" event. The theme surrounding the gala event will be "DeCA's Store of the Future."

Sponsored events, promotions, and demonstrations (both product and equipment) should be futuristic and tied to the opening theme or Health and Wellness. Businesses who desire to participate in this event are encouraged to "think outside the box" and present their ideas to DeCA's planning team for consideration no later than April 13, 2007.

Please contact Mr. Dave Shaw, Chief of Perishables, at (804) 734-8390 or dave.shaw@deca.mil to present your ideas, suggestions, or questions regarding this event.

/s/

Scott E. Simpson
Chief Operating Officer