

PS

December 8, 2006

NOTICE TO THE TRADE – DeCA NOTICE 07-11

SUBJECT: Rack/Cooler Program for Calendar Years 2007 and 2008

As outlined in DeCA Notice to the Trade 06-109, dated June 23, 2006, the review of all rack/cooler proposals for Calendar Years 2007–08 has been completed. As a result, a core group of merchandising vehicles, as identified in the attachment, has been selected to comprise the rack/cooler program.

The function of the selected vehicles is strictly to supplement shelf space in support of high volume items to meet customer demand or to merchandise items that are not planogrammed elsewhere in the store. As in last year's program, all rack placements will be at the discretion of the store director with the exception of those racks that are identified on the attached document as mandatory. The agreement between the manufacturer and DeCA will specify those locations where optional placement is authorized. Companies with racks currently in the store that are not identified on the attachment should remove them no later than January 31, 2007.

On/off floor type-merchandising vehicles used during promotional activity will continue to be authorized for use in support of monthly/seasonal promotional activity for those categories that lend themselves to additional merchandising vehicles.

Many thanks to our industry partners who responded with presentations for our annual/seasonal rack review. The cooperative efforts between DeCA and our trading partners will ensure continued success of our rack program and better execution of this program at store level.

If you have further questions, please contact Ms. Edna Hoogewind, Contracting Advisor, at 804-734-8410.

/s/

Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated