

PSS

August 22, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-135

SUBJECT: Promotional Matrix 2008

The purpose of this Notice to the Trade (NTT) is to advise industry regarding the Defense Commissary Agency's (DeCA) Promotional Matrix for calendar year 2008.

The Promotional Matrix accompanying this NTT is a result of a cooperative effort by DeCA and our partners in industry. The format was changed as a result of suggestions from the Promotions Sub-Committee of the Commissary Council to make it more user friendly. An MBU Matrix Committee recently completed a thorough review of the comments industry submitted and incorporated many of the suggestions in the final version. Industry was allowed to review the pending final draft one more time and a few more changes were made. Decisions were made utilizing justifications from industry and data researched by the committee indicating how well categories indexed by month, both within DeCA and in civilian retail facilities.

The goals in creating the 2008 Promotional Matrix were to focus promotional efforts of DeCA and industry to better reflect the buying habits of our customers and to identify growth opportunities. Industry should utilize the Promotional Matrix as a guide to plan annual promotional and advertising dollars. DeCA will reserve the right to promote categories not listed on the Promotional Matrix for a particular month to support special circumstances such as new item launches or special retail packs that support movie tie-ins.

Special thanks to all parties that participated in this venture. This Promotional Matrix will provide excellent guidance as to when products should be presented with the intent of featuring the right products at the right time at the right price.

Points of contact for the Promotional Matrix are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8385 and Mr. Lou Kennedy, Assistant Promotions Manager, at 804-734-8232.

/s/

Thomas E. Milks  
Director of Sales

Attachment:  
As stated