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September 10, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-138

SUBJECT: DeCA National Title Magazine Rack Program Roundtable Discussion 2007

The purpose of this Notice to the Trade is to notify Industry that a roundtable discussion will be held on Wednesday, September 27, 2007, from 1 to 3 p.m. The discussion will take place in the Marketing Business Unit Conference Room, 3rd floor, at the Defense Commissary Agency Headquarters, 1300 E Avenue, Fort Lee, Virginia 23801. All interested magazine publishers are invited. The purpose of this meeting is to discuss concerns, suggestions, and questions as they relate to the DeCA Magazine Front-End Program. If unable to attend, interested parties may submit their comments to the below point of contact by mail at the above address or by e-mail no later than September 14, 2007.

Topics for discussion include, but are not limited to, the following:

- New Magazine Racks for 2007 Roll Out
- Magazine Rack Coordinator
- Cost and Delivery Schedules of Racks
- Selection of Magazine Titles
- Pocket Charges and Initial Placement Offers (IPO)
- Retail Display Allowance (RDA) Pass Through
- Checkout Schematic

My point of contact for this action is Mr. Bill Wood, Category Manager, at 804-734-8222 or e-mail, william.wood@deca.mil.

/s/

Richard S. Page
Chief Operating Officer