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May 15, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-92

SUBJECT: Candy Category Review Cancellation for 2007

The Candy Category Review, scheduled for July, has been cancelled for calendar year 2007. Recent consumer trends have necessitated midyear innovations to the DeCA merchandising plan for the category. A top-to-top analysis at this time would be too early to accurately assess results of these recent changes. The next review will be in 2008. New items and phase-outs will be processed on a case-by-case basis, and can be submitted to the Category Buyer at any time.

Point of contact for this action is Al Flowers, Category Manager, at (804) 734-8381.

/s/

Thomas E. Milks
Director of Sales