

PSM

August 17, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-137

SUBJECT: Promotional Matrix 2006

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 2006.

The Promotional Matrix accompanying this NTT, as an attachment, is a result of a cooperative effort by DeCA and industry. Additionally, the final draft was provided to members of the Commissary Council for their concurrence. We recently completed a review of the comments industry submitted and incorporated many of the suggestions into the final version. Additional changes were made based on an analysis of the most recent year-end seasonal indices for base dollars, promoted dollars, and promoted units.

The goals in creating the 2006 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 to support cases such as new item launches or special retail packs that support movie tie-ins.

The Promotional Matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentine's Day, Easter, Mother's/Father's Day, Halloween, Cider/Cocoa, and Thanksgiving/Christmas will continue to be handled by the Promotions Team.

Special thanks to all that participated in this venture. It is hoped that adherence to and support of the categories listed in the Promotional Matrix will result in featuring the right products at the right time at the right price.

Points of contact for the Promotional Matrix are Delbert L. Myrick, Deputy Director of Sales, at (804) 734-8240, and Mary Michael, Promotions Manager, at (804) 734-8228.

/s/

Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated