

PSM

February 1, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-56

SUBJECT: Promotional Matrix Input for 2006

The purpose of this Notice to the Trade is to invite Industry to submit feedback, through the ALA website, with regards to DeCA's promotional matrix for calendar year 2006.

The continued success of the promotional matrix in 2005 is a result of the cooperative effort by both DeCA and Industry in further refining the 2004 promotional matrix. We would like to continue this trend by requesting that industry provide data based input utilizing the attached format (one category per page). The following data elements are required for all input: retail and DeCA dollar sales, unit sales, and percent change. DeCA and retail seasonality index and lift should be provided in the "reason for change" field.

The goals of the 2006 promotional matrix are as follows:

- a. Focus promotional efforts of DeCA and Industry to better reflect the buying habits of our patrons.
- b. Build flexibility into the promotional plan to allow DeCA and Industry to identify growth opportunities, capitalize on the newest Industry trends, and react quickly to changes in consumer purchase patterns.
- c. Enable Industry to maximize the impact of annual promotional and advertising dollars.

Please note that the promotional matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentines Day, Easter, Mother's/Father's Day, Halloween, and Thanksgiving/Christmas will continue to be handled via the seasonal packages and will again not be included as part of the promotional matrix.

We would ask that all input be delivered via the form posted to the ALA website no later than February 28, 2005. ALA will coordinate this data and deliver to the MBU NLT March 15, 2005. This timing is necessary if we are to publish the 2006 matrix by June 1, 2005.

My points of contact for the Promotional Matrix are Delbert 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