



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

MAR 12 2009

PS

NOTICE TO THE TRADE – DeCA NOTICE 09-35

SUBJECT: Defense Commissary Agency Advertising Initiative

The purpose of this Notice to the Trade is to announce a new advertising initiative authorized by the Defense Commissary Agency (DeCA).

DeCA has entered into a licensing agreement with Market Tactics, Inc. (MTI) which will bring illuminated Shelf Confidence™ signs to commissary shelves. This initiative will be the Shelf Confidence™ Sign Program. This advertising tool will offer manufacturers an additional advertising delivery and is part of a strategic effort to make it easier for our patrons to see and recognize the substantial savings opportunities that exist in commissaries. The initial program will begin April 1, 2009, and will start with the top 150 commissaries in sales, located in the United States.

Industry marketing contact for MTI is Mr. Denny Gibson, (203) 226-2774. The DeCA Program Manager is Ms. Mary DeSantis, (804) 734-8000, extension 48410.


Randall Chandler
Director of Sales