

PSM

February 11, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-60

SUBJECT: Category Review Schedule – Request For Industry Input

The purpose of this Notice to the Trade is to request industry comments regarding the category review schedule published by the Marketing Business Unit. This schedule is finalized and posted on a yearly basis and establishes specific timeframes for category review.

The category review schedule for 2005 is provided as an attachment. Please review this schedule, taking into consideration category review time periods; the goal of maximizing sales; scheduling during peak seasons; and the time it takes to reset stores to the new planogram.

Please review the attached and provide comments to Mr. Lou Kennedy no later than March 18, 2005. He can be reached at (804) 734-8182 or e-mail: louis.kennedy@deca.mil.

Thank you in advance for assisting the Marketing Business Unit with this important project. Your comments are greatly appreciated.

/s/

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated