

PSM

May 5, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-93

SUBJECT: Seasonal Healthcare Center

The Defense Commissary Agency has decided to use a continuous promotional display fixture to merchandise seasonal health care products. The “Seasonal Healthcare Center” (SHC), will be utilized year round to display sinus/allergy, first aid, and cough/cold/flu remedies.

There are four seasonal promotion periods:

- Sinus/Allergy - March, April, May
- First Aid - June, July
- Sinus/Allergy - August, September
- Cough/Cold/Flu - October, November, December, January, February

Items selected for promotion in the SHC will be chosen from the top contributors to sales volume and higher MSL coding. Manufacturer in-store coupons and national promotional spending will also drive the decision making process. EDI pricing guidelines will be utilized for item promotion.

The SHC will be the only vehicle for promotion in the categories mentioned above with the exception of cough drop shippers, which will be considered on a case-by-case basis. Competing products not chosen for the center will not be selected for participation in the DeCA Monthly Display Program.

Presentation dates for the four seasonal promotion periods are listed below:

- Cold/Flu rack (Oct, Nov, Dec 2005; Jan, Feb 2006) will be accepted in May 2005
- Sinus/Allergy rack (Mar, Apr, May 2006) will be accepted in October 2005
- First Aid rack (Jun, Jul 2006) will be accepted in January 2006
- 2nd Allergy/Sinus rack (Aug, Sep 2006) will be accepted in March 2006
- 2nd Cold/Flu rack (Oct, Nov, Dec 2006; Jan, Feb 2007) will be accepted in May 2006

Appointments may be made by calling the appropriate category buyer: Michael Carter for Cold/Flu/Allergy/Sinus at (804) 734-8220 or Mayre Carr-Alford for First Aid at (804) 734- 8217.

/s/
Scott E. Simpson
Chief Operating Officer