

MPSM

February 15, 2012

NOTICE TO THE TRADE - DeCA NOTICE 12-46

SUBJECT: Promotion and Coupon Offers

The purpose of this Notice to the Trade is to encourage brokers and manufacturers to make promotional and coupon offers available to all commissaries worldwide. When making offers to category buyers, promotional managers, or to our meat, produce, deli/bakery specialists, please make every effort to be inclusive of our overseas stores in conjunction with our stateside stores.

If you have any further questions regarding this Notice to the Trade, please contact Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385 or Ms. Michelle Frost, Promotions and Marketing Chief, 804-734-8000, extension 4-8696.

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Christopher T. Burns
Director of Sales