

PS

February 25, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-45

SUBJECT: Loyalty Card/Digital Coupon

The purpose of this Notice to the Trade is to report the current status of the Defense Commissary Agency's (DeCA) loyalty card/digital coupon program. DeCA has partnered with M-Dot Network for the implementation, execution, and management of the loyalty card/digital coupon program. DeCA is anticipating the program to launch later this year. The initial goals of this program are to generate additional savings for our patrons, provide current digital coupon technology to include streamlining the manual process of coupon redemption, collect important demographic information, and analyze our patrons' purchasing behaviors. There are unlimited future applications for this program.

Loyalty cards will be issued in-store and patrons will be required to register their loyalty card on M-Dot Network's specified coupon Web site, accessible through DeCA's Web site. This new and exciting program will provide digital manufacturer coupons to commissary patrons. Once the card is registered, patrons will select the coupons they wish to instantly load onto their loyalty card. At checkout, the commissary patrons will swipe their loyalty card to redeem coupons. Coupons will be electronically matched against purchases and automatically deducted from the total bill. This program relieves our patrons from having to clip, organize, and save paper coupons, as well as, remembering to bring their paper coupons with them to the commissary. Paper coupons will still be accepted by the commissary and current coupon policies will remain in effect.

Industry members wishing to participate in this DeCA initiative must partner with M-Dot Network directly through M-Dot Network's point of contact, Mr. Greg Linden, Vice President of Sales, at 814.451.1500 or [glinden@mdotnetwork.com](mailto:glinden@mdotnetwork.com). Members of industry interested in being a part of this exciting program launch may obtain further details from DeCA's point of contact, Ms. Marye Carr, Business Management Specialist, at 804.734.8000, extension 5.2781, or [marye.carr@deca.mil](mailto:marye.carr@deca.mil).

//signed//  
Thomas E. Milks  
Deputy Director