

SOS

January 10, 2012

NOTICE TO THE TRADE-DECA NOTICE 12-28

SUBJECT: Reset Schedule for Calendar Year 2012

The purpose of this “Notice to the Trade” is to provide Industry with the 2012 Reset Schedule. Numerous stores listed are going through store remodels or refrigeration upgrades. The dates listed are only projected and could change. Updates will be posted whenever changes occur.

If there are any questions or concerns please contact Dawn Scharp, Store Operations, 804.734.8000, extension 4-8674.

//signed//

James J. Hudson, Jr.

Deputy Director, Store Operations

Attachment:

As stated