

PSMP

January 13, 2011

NOTICE TO THE TRADE - DeCA NOTICE 11-35

SUBJECT: Support for Super Bowl Weekend

The purpose of this Notice to the Trade is to request industry assistance in ensuring that all commissaries remain fully stocked over the next several weeks. We are in the heart of the display periods leading up to the Super Bowl. Five of DeCA's fifteen record sales days since 2002 have been the Saturday prior to the Super Bowl. With the support of Industry, we have an opportunity for a record sales day on February 5 as the 45th Super Bowl game will be played on February 6 at Cowboys Stadium in Arlington, Texas. Support to the commissaries during this very important sales period is critical.

Many of you manufacture or represent products within the authorized vendor-stocked categories. In fact, over 40 percent of DeCA's items are vendor-stocked merchandise. A number of companies have already informed us of their substantial increases in incremental stocking labor for the commissaries leading up to and during the Super Bowl weekend. Simply stated, we need vendor stockers working on weekends, filling shelves and cases prior to the store opening and keeping your products available throughout the business day. Your participation in this endeavor will ensure a successful Super Bowl sales event.

I look forward to seeing the sales figures for a record day on February 5. Thank you for your support!

//signed//  
Christopher T. Burns  
Director of Sales