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**MK Manager/General Manager PAFB**  
**28 October 2010**

## **AAFES Briefing**

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**SOUTHCOM**

<b>Online Programs</b>	<b>Trussell</b>
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<b>New Website Applications</b>	<b>Trussell</b>
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<b>MILSTAR</b>	<b>Trussell</b>
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<b>Patriot Family</b>	<b>Trussell</b>
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<b>Other Retail Programs</b>	<b>Pares</b>
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<b>SOUTHCOM Support</b>	<b>Pares</b>
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- ✓ shopmyexchange.com
- ✓ MILITARY STAR®
- ✓ Social Media
- ✓ Military Outreach

Around the clock and  
around the world,  
**the Exchange has what  
YOU need!**



# Welcome to your Online Exchange...

...the **LARGEST** Exchange Store in the world!

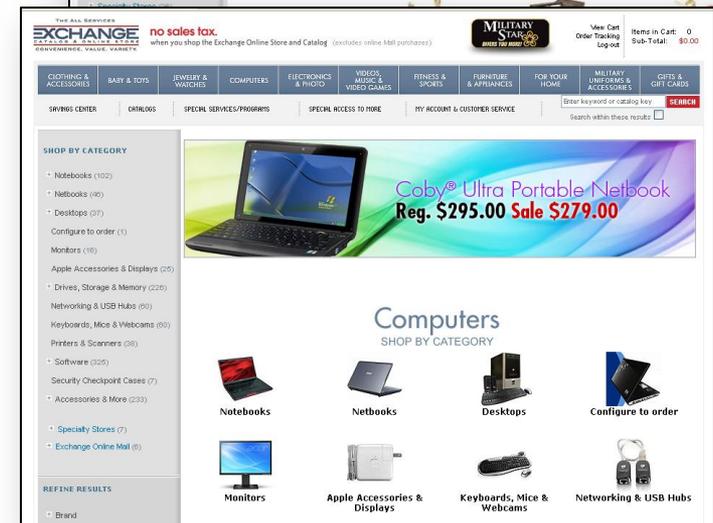
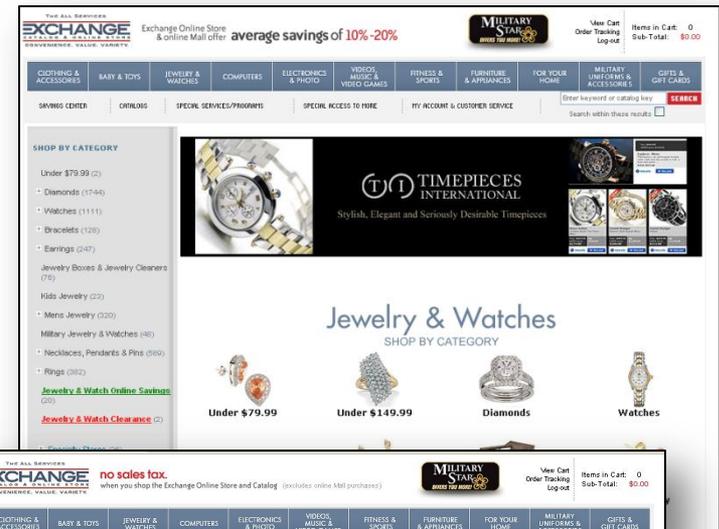


- ✓ Over 18 million items available
- ✓ Average savings of 10% to 20%
- ✓ Tax Free\*

Some Mall vendors charge tax.  
Over-sized items may have an additional shipping charge.

## Best Brands and Prices on:

- Computers
- Electronics
- Clothing and Accessories
- Videos, Music & Video Games
- Fitness Items & Action Gear
- Tires
- THOUSANDS of great values across **ALL** major product categories!



› Thousands of Choices!

› No Tax!



› Thousands of Choices!

› No Tax!



**JVC** **Panasonic** **Canon**

**SHARP®** **BOSE®** **TOSHIBA**

Great choices and prices  
on the brands you trust!

› Thousands of Choices!

› No Tax!



Top Quality at the Best Price!



# Over 100 Leading Vendors Online!

Click on images for current special offers...

**WEEKLY Savings Promotions & Special Offers**  
*Just another one of the ways we save you money...everyday!*

**CURRENT ONLINE PROMOTIONS**

- Dell/MILITARY STAR Online Promotion **ENDS 2/02/09**
- Teleflora Flower Club Savings! **ENDS 2/02/09**
- Valentine Sale - Up to 30% OFF **ENDS 2/09/09**
- 10% OFF appliances over \$345 **ENDS 2/05/09**
- Gifts w/ gift wrapping available **ENDS 2/16/09**
- Home Office Sale: Up to 35% OFF! **ENDS 2/16/09**
- Advertiser Specials **ONGOING**
- Super Weekly Special **ONGOING**
- Weekly Bargains & Clearance Items **ONGOING**
- Weekly Sweepstakes **ONGOING**
- Mail-in Rebates **ONGOING**
- Kenmore Savings Event **Limited Time Offers**
- Scott Kay Jewelry Closeouts **While Supplies Last**
- Jewelry Inventory Reduction Sale **While Supplies Last**

**New This Week!**

**Mail In Rebates** Rebate forms for select items in the Exchange Online Store

**Free Standard Shipping Offers**  
 Get free shipping for your Exchange Online Store purchase

**the Specialty Stores**  
 Shop the online Specialty Stores! Enjoy special offers and THOUSANDS of great values!

**Shop the exchange MALL**  
 Shop your online Mall! Dozens of popular retailers offering special discounts

**eX Weekly Newsletter**  
 Year Round Savings to Know About!  
 Join our **Online Savings Club!** We'll keep you informed about Savings Promotions and send you **EXCLUSIVE Savings Alerts** — just sign-up to receive our Exchange Online Store E-newsletter  
**Sign up NOW!**

**MILITARY STAR SPECIAL PROMOTIONS**  
 Use your MILITARY STAR account and take advantage of these great offers!

exchange **MALL**

Dozens of popular retailers offering special discounts to the military community!



**SHOP THE ONLINE MALL >**

the **SPECIALTY STORES**

**Special**



Enjoy special offers and THOUSANDS of great values!

**SHOP THE SPECIALTY STORES >**

➤ Dozens of popular retailers offering special discounts to the military community

➤ Enjoy special offers and thousands of values at the specialty stores!

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- Sign Up for Buddy Lists & E-Newsletters
- Enter Sweepstakes
- Find Rebates
- Order Catalogs
- Place Special Orders
- And Much More!



**SHOP NOW**

Take Advantage of:

- Over 18 MILLION items available
- FREE Standard Shipping offers\*
- NO Sales Tax\* (\*excludes Online Mall purchases)

**EXCHANGE™**  
ARMY & AIR FORCE EXCHANGE SERVICE  
1-800-527-2345

**Sign up & Save**

- Join our Online Savings Club
- Join your local Exchange Buddy List
- Receive Money Savings texts
- Subscribe to our mailing list(s)

**Limited Time Promotions**

- Shop by Special
- Shop by Department
- Shop by Catalog

**baby essentials sale**  
offers end September 27th

save 10%-25% off select items

1 2 3 4 5 6

**INTERACTIVE** SEE WHAT'S NEW AT YOUR LOCAL STORE!

**mobile center** GREAT SAVINGS ON ALL THE HOT NEW PHONES. Phone/Accessory apply.

**EXCHANGE HOME SERVICES** \$50 Gift Card **LEARN MORE**

Shop the mobile Exchange Online Store *whenever, wherever!* ACCESS USING YOUR MOBILE PHONE



**WEEKLY Savings Promotions & Special Offers**  
Just another one of the ways we save you money...everyday!

**CURRENT ONLINE PROMOTIONS**

- Easter Eggstroganosa...save up to 40% OFF! ENDS 3/22/10
- Home Essentials...save up to 40% OFF! ENDS 3/22/10
- March Madness Sale...save up to 33% OFF! ENDS 4/16/10
- CD for the Troops II...FREE Downloads! Limited Time Offers
- Exchange Online Store Clearance While Supplies Last
- Great Toys under \$15 While Supplies Last
- Super Weekly Specials ONGOING
- Advertisement Specials ONGOING
- Weekly Sweepstakes ONGOING
- Mail-in Rebates ONGOING

**ONLINE COUPON OFFERS**

**Easter** 40% OFF

**Home Essentials** 40% OFF

**MARCH MADNESS** 33% OFF

**GREAT TOYS under \$15**

**ADVERTISED SPECIALS**

**Weekly Sweepstakes** ENTER HERE DAILY

**Clearance** SAVE UP TO 50% OFF

Check out our Mail-in Rebate offers for additional savings opportunities!



**15% OFF** your Exchange Online Store order!

Just enter promo code during the online checkout process (code is case-sensitive)

**HURRY! Offer ends Feb. 28th**

\* Offer valid 2/25-28 Feb. 2010 only (discount up to \$150 max.; offer excludes online item numbers beginning with the letter 'X' [such as gift cards, gift certificates, phone cards, extended service plans, iPods, computers, select Bose items], special orders, Price Match items, MCS items, Dell site, Microtel site, BuyPower site, Game Zone site, Exchange Online Mall purchases, and BX/PX purchases; offer available for one discount per sponsor and cannot be combined with any other coupon or offer).



**SUPER WEEKLY SPECIALS** ENDS MONDAY, MARCH 15TH

- SAVE \$10 -** JVC (RAP5) Boombox for iPod
- SAVE \$80 -** Yamaha® (TSX-130) Desktop Audio System w/ iPod® Dock
- SAVE \$20 -** GE (GMR04BAN) Spacemaker™ 4.3-Cu. Ft. Compact Refrigerator
- SAVE \$20 -** Tao™ Digital Photo Keychain
- SAVE \$30 -** Haier® (HERH03D) biz@ 30gb MP3 Media Player
- SAVE \$30 -** Flip Video (PUDU212) UltraHD 8GB Pure Digital Camcorder

# MILITARY STAR®

## Offers You More!

- 10% Off First Day's Purchases
- Competitive Interest Rate
- Exclusive Promotions
- No Annual Fee
- No Late Payment Fee
- Exclusive Deployment Policy
- Customer Service 24/7



Now at [www.shopmyexchagne.com/Patriot\\_Family](http://www.shopmyexchagne.com/Patriot_Family)

## Patriot Family Connection

- › Building a Connection with Spouses and Family members of those who serve!
- › Featuring:
  - › Events and Contest
  - › Homefront Support
  - › Value and Quality



The screenshot shows the Patriot Family Connection website. The header features the logo and a navigation menu with links for Home, Events/Contests, Homefront Support, and Value and Quality. The main content area is titled "Building A Connection With Spouses And Families Of Those Who Serve" and includes a large image of a family. Below this are four sections: "Home" (describing the site's purpose), "Events/Contests" (listing contests and sweepstakes), "Homefront Support" (describing support for military families), and "Value and Quality" (describing the site's commitment to providing quality merchandise at low prices). On the right side, there are three promotional banners: "New! Military Dress Makeover Giveaway", "Military Style CATWALK" (featuring a woman in a military-style dress), and "Yellow Ribbon Program" (with the tagline "For Those Who Serve, And Those Who Support!"). At the bottom right, there are social media links for Facebook ("BECOME A FAN ON facebook") and Twitter ("Follow us on 'AAFES\_stys'"), and a blog link "Blog with us SaluteToYourService.com". The footer includes the AAFES logo and the same navigation menu.



# We Go Where You Go!

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- Currently 450+ AAFES associates deployed in support of OIF/OEF
- During the tragic earthquake in Haiti, AAFES sent 25+ volunteers on a rotating basis to provide mission support.
- Although not physically at your locations, A team of associates at the Ft. Gillem Exchange are shipping mdse to SouthCom sites weekly.

- You Made The Grade Program
- Help our Troops Call Home
- Patriot Family Connection

# You Made the Grade Program

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- Designed to reward children in grades 1-12 with all A's and B's.
- They can enter to win US savings bonds for college in the amounts of \$5,000, \$3,000 or \$2,000, Drawings held each quarter.
- Mail or fax the Patrick staff a copy of the child's report card and they will mail the entry form to you.



# Help Our Troops Call Home

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- A program designed to help our troops call home from deployed sites in OIF/OEF.
- The AAFES calling card has the best international rates from Southeast Asia.



# Help Our Troops Call Home

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- Visit [www.aafes.com](http://www.aafes.com) to purchase calling cards for a specific service member or any service member.
- The Red Cross will distribute them.

- › Copies of our Fall/Winter catalog and supplemental catalogs are available on line.
- › Small items shipped directly to you.
- › Our SouthCom customers outside the U.S. can have oversize items sent to the Ft. Gillem Main Store and they will ship them to you using DHL the customer will pay the shipping.

- We serve 25 SouthCom locations today.

Examples: Argentina, Belize, Colombia, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Suriname, Trinidad, Uruguay and Venezuela.

- A few other locations we serve are;

Africa, Nigeria, Chad, Greece, Moldova, Romania, Croatia, and Ireland

# Ordering Merchandise

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- › Alvin Braswell and Paula Haley are your POCs
- › Their email addresses are: [braswellal@aafes.com](mailto:braswellal@aafes.com) and [Haleyp@aafes.com](mailto:Haleyp@aafes.com)
- › Their DSN phone number is 797-5484
- › Their commercial phone numbers are 404-469-5483, 84, 85 ext. 104

# MWR Dividends

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- › 65% of AAFES earnings go to MWR in the form of dividends
- › 35% of AAFES earnings go toward capital improvements
- › 2005 dividends totaled \$233 million

- › Thank You for allowing AAFES to serve you and your families!