



December 8, 2014

To: All Trade Councils

Re: New Image Deadlines

To support our new marketing and promotional strategy, we have updated the Image deadlines to reflect our seasonal themes.

The new deadlines were determined by the same work-back timelines used in previous years.

If you have any questions, please direct them to the appropriate Category Manager.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Shari Mogk-Edwards', is written over a faint, light-colored background.

Shari Mogk-Edwards
Vice President, Products, Sales and Merchandising

cc: Category Directors