



## **AAFES Ready to Roll out Exclusive Sales and Promotions in November**

According to the National Retail Federation's 2008 Holiday Consumer Intentions and Actions Survey, conducted by BIGresearch, U.S. consumers say one factor will play the biggest role in their buying decisions this year: price. In fact, 40 percent of shoppers said that sales or promotions will be the largest factor when determining where to shop.

Like their civilian counterparts, military Families are showing signs of increasing thriftiness as they look to their nearest BX/PX to help stretch limited holiday budgets. The Army & Air Force Exchange Service is launching an aggressive campaign to ensure authorized shoppers make the exchange their first choice to shop and save throughout November.

For example, AAFES exchanges will feature [hot buys on hot gifts with exclusive savings opportunities from Nov. 7-13](#). Specials for the week will include a \$150 AAFES gift card with purchase of a 42" Panasonic Plasma 1080P HDTV, \$20 off Kodak EasyShare 7" digital picture frames and Garmin nuvi 205W mobile GPS units for only \$185. Just in time for holiday photographs, BXs and PXs will also feature an array of discounted fun fall fashions for him, her and the kids.

[During the week of the 14th, exchange shoppers will find low prices on big gift ideas](#), such as \$50 off a Tom Tom One GPS navigation system, Simply Perfect kitchen appliances for 25 percent off and a \$20 AAFES gift card with purchase of a Bose Companion Series II Speaker System. Beyond gifts, AAFES will also be helping military shoppers "trim" their holiday décor and entertainment budgets with 25 percent off all Christmas lights, 30 percent off Christmas pillows and 12-pk. Pepsi products on sale, 3 for \$10.

AAFES' celebration of savings continues [Nov. 21-26 with special buys on great fashions for holiday gatherings](#). Specials leading up to "Black Friday" will include a savings of 25 percent on men's and women's Totes slippers and boys' or girls' Hanes underwear and socks as well as Men's No Fear screen thermals for 20 percent off.

Finally, the early bird gets the bargains in November with exclusive Exchange Online Mall specials. Authorized shoppers are encouraged to log on regularly as [daily and weekly sales](#), such as 75 percent holiday gift items through Nov. 17, will be updated throughout the month.

"As a partner in the military community, we're focused on making sure the exchanges are military consumers' first choice this holiday season," said AAFES' Chief Marketing

Officer Mat Dromey. “We expect a slowing economy will make the value proposition that BXs and PXs offer increasingly attractive to troops and their Families. Exclusive promotions, no sales tax and terrific shopping experiences should all add up to a very happy holiday for exchange shoppers.”

Complete details concerning AAFES sales and promotions are available at [www.aafes.com](http://www.aafes.com). Exchange circulars are posted to the site, at <http://home.aafes.com/tabloid/default.asp>, up to four weeks in advance.