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FOR IMMEDIATE RELEASE

Worldwide Multi-Channel Retailer joins the Association for Strategic Planning

Los Angeles, California – May 28, 2008 – The Association for Strategic Planning (ASP, strategyplus.org) announced that The Army and Air Force Exchange Service (AAFES) has signed on as a corporate member.

AAFES, located in Dallas, Texas, is a joint military activity providing quality merchandise and service to active duty, guard and reserve members, military retirees and their families at competitively low prices. AAFES returns earnings to the Army and Air Force to improve troops' quality of life and to generate earnings to support military morale, welfare and recreation programs (MWR). In the past 10 years, \$2.4 billion has been contributed by AAFES to military MWR programs to spend on quality of life improvements, such as Youth Services, Armed Forces Recreation Centers, arts and crafts, and aquatic centers.

When military members deploy to remote locations around the world, AAFES is right there offering products and services to bring Soldiers and Airmen a taste of home. AAFES operates more than 3,100 facilities worldwide, in more than 30 countries, five U.S. territories, and 49 states. AAFES also supports deployed troops with programs such as "Gifts from the Homefront" and "Help Our Troops Call Home." These programs allow any American to show support for those fighting for freedom by sending gift certificates or prepaid phone cards to deployed troops.

ASP President Dr. Stan Rosen expressed his pleasure in welcoming AAFES to the ASP community by stating, "ASP is proud and pleased to have AAFES as our latest Corporate Member. As a military retiree, I know first hand that AAFES is an organization that achieves excellence in serving its customers. Their emphasis on strategic thinking,

planning and action will certainly lead to future improvements in AAFES' ability to provide quality goods and services at competitively low prices and to generate earnings which will be used to support its communities. With their strategic commitments to being the best retailer and to developing and growing new, profitable businesses, AAFES brings significant strategic planning strengths to ASP. Our members have much to learn from AAFES' strong strategic planning experience and its dedication to being their customers' first choice in a highly competitive global business environment.”

He continued – “AAFES’ ability to deliver fresh, hot pizza and cold soda, not to mention every other sort of retail commodity imaginable, to thousands of troops through a 4,000-mile logistical pipeline terminating in the middle of a war, speaks volumes about their expertise as both planners and achievers.”

The Association for Strategic Planning (ASP) is the preeminent professional association for those engaged in strategic thinking, planning, and action. For more information about ASP, please contact ASP’s Executive Director Janice Laureen at 877 816-2080 or by emailing her at executivedirector@strategyplus.org.