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## **NEXs Are Going “Navy Blue” This Holiday Season**

NEXs worldwide will be taking a new approach to the holiday shopping season this year. NEXs will offer sales and specials throughout the holiday season beginning in early November instead of starting off the holiday shopping season with a big sale the day after Thanksgiving. Also new this year, deployed Sailors will be able to take advantage of holiday specials by shopping on-line.

“For the 2012 holiday shopping season, we have revised and refreshed our approach to the traditional ‘Black Friday’ sales events. We are calling it ‘Navy Blue Friday’ and will emphasize Navy core values, Navy family and preserving Thanksgiving cultural values,” said Robert J. Bianchi, Chief Executive Officer, Navy Exchange Service Command (NEXCOM). We will also provide broader access to NEX sale items for afloat and deployed Sailors.”

NEX customers will still find a wide variety of holiday gifts on sale as they have in the past. The prices on the items for sale will last for the duration of the sale, not be limited to a certain day or time period. NEX events will begin, worldwide, at 6:00 a.m. on Friday morning, featuring all-day Friday specials and additional sale items will be available across the entire three-day weekend.

“We took this approach so customers wouldn’t feel obligated to get up early and leave their families to go shopping for the holidays,” said Tess Paquette, NEXCOM Senior Vice President and Chief Merchandising Officer. “Beginning our sales earlier in the season will allow our customers to better budget their holiday spending by purchasing gifts over a longer period of time.”

NEXCOM also looked into how it could better serve its deployed customers. Based on feedback gained through focus groups, NEXCOM will run a special sale event for afloat Sailors at [mynavyexchange.com](http://mynavyexchange.com) three days prior to Thanksgiving, with exclusive sales tailored specifically to their needs. Deployed customers will start receiving electronic or paper copies of the sales flyer onboard their ship in mid-November through their Supply Officer or Sales Officer.

“We have developed an assortment of ‘Sailor requested’ items such as electronics, games and sports nutrition products which will be featured in the three-day sale,” said Paquette. “If Sailors are unable to participate in the sale due to operational or mission requirements, they will be able to contact NEXCOM’s call center after the sale dates and NEXCOM will accommodate them.”

## **About NEXCOM**

The Navy Exchange Service Command (NEXCOM) oversees 100 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 40 Navy Lodges, Ship's Stores, the Uniform Program Management Office, the Navy Clothing Textile and Research Facility and the Telecommunications Program Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Morale, Welfare, and Recreation (MWR) programs. In FY11, \$2.7 billion in sales were generated with \$42.8 million in dividends provided to Navy MWR programs.