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## **NEX Focuses on Its Low Price Guarantee**

Shopping the NEX is a great way for customers to save money on their purchases every day. In fact, the Navy Exchange Service Command's (NEXCOM) most recent market basket survey shows that customers save on average 24.15 percent when they shop at the NEX, not including sales tax. And that's not the only way customers are guaranteed to save at the NEX.

"We want our customers to know that when they shop at their NEX they can be confident that they are getting the lowest price on the items they purchase," said Tess Paquette, Executive Vice President, Chief Merchandising and Marketing Officer, NEXCOM. "To ensure that, we offer our Low Price Guarantee to our customers, which includes price matching, 14-day price guarantee as well as our everyday low price on household goods. We want the NEX to be top of mind for our valued customers when it comes to their shopping needs and know that we are committed to delivering quality, value and savings every day."

The NEX's price matching policy guarantees that if customers find a lower price on a product at another retailer, the NEX will match the price. If the price difference is \$10 or less, the price will be matched on the spot. No proof is required.

In addition, if a customer buys an item at a NEX then finds the identical item for less within 14 days in a NEX ad, a local competitor's ad or at a qualifying online retailer (Target.com, Amazon.com, Walmart.com, BestBuy.com, ToysRUs.com, BabiesRUs.com), the NEX will match the price. The customer just needs to bring in the original NEX store receipt and proof of the current lower price.

Finally, to ensure the best prices on household items, the NEX lowered prices on hundreds of every day items such as laundry detergent, bleach, fabric softeners, paper towels and bath tissue.

"We know these are items our customers buy on a regular basis," said Paquette. "We want customers to know when they purchase these items they are getting the best price in town. There's no need to shop anywhere else but your NEX!"

More information about NEX policies can be found at [myNavyExchange.com/command/customer\\_service](http://myNavyExchange.com/command/customer_service).

**About NEXCOM**

The Navy Exchange Service Command (NEXCOM) oversees 101 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 39 Navy Lodges, the Ships Stores Program, 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 Navy Morale, Welfare, and Recreation (MWR) programs. In FY13, \$2.7 billion in sales were generated with \$51.9 million in dividends provided to Navy MWR programs.