



NEWS RELEASE: 55 - 16

November 21, 2016

NEX Locations Closed On Thanksgiving: Open At 5AM Friday, November 25 For Its Biggest Sale Ever!

As in the past, NEX locations worldwide will be closed on Thanksgiving Day so that families can enjoy the holiday together.

The NEX kicks off its traditional Navy Blue Holiday sales event on Friday, November 25 throughout all of its stores. Special savings will be available online at myNavyExchange.com starting at 12:01AM ET on Thursday, November 24. All orders placed online and shipped to be picked up in store, either in the continental United States or overseas will be shipped for free.

“Our holiday ‘We Believe’ campaign is our way of giving back to you and your family to recognize the selfless contributions you make every day to ensure we’re safe here at home,” said Rear Adm. Robert J. Bianchi, (Ret), Chief Executive Officer, Navy Exchange Service Command (NEXCOM). “We believe in our Navy families and in the freedom your service affords this nation. We believe in heroes, in giving thanks, in surprises and in random acts of kindness.”

The “We Believe” holiday campaign not only features the best savings of the year on the best brands throughout the store, it will also serve as an opportunity for the NEX to recognize the most deserving customers in the world. To date, the NEX has given away 5,000 Limited Edition Veterans Day “Challenge Coins” to deserving veterans. The NEX has provided the opportunity for over 500 kids under the age of 12 to build and ship #NEXCares care packages to deployed loved ones overseas at no cost to them. Finally, the NEX gave away over 50 Thanksgiving / holiday meals just prior to Thanksgiving.

Military shoppers who visit a NEX or myNavyExchange.com will find amazing prices on their favorite brands, with tax-free savings. In addition, the NEX has many other exciting events planned throughout the holiday season including:

WE BELIEVE IN GRANTING WISHES. Through December 11, kids under the age of 12 can continue to register their very own Toy Wish List on myNavyExchange.com. Twenty lucky winners will be chosen at random and have their Toy Wish List granted for free, valued up to \$500.

WE BELIEVE IN RANDOM ACTS OF KINDNESS. During the holiday season, customers are invited to share their stories on social media or in stores of why they believe (using the hashtag

#NEXBelieves). Fifty customers will be picked at random to win \$100 NEX gift cards.

WE BELIEVE IN SURPRISES. Beginning in December, 20 customers will be chosen at random to have their NEX layaways paid off, valued at up to \$500. In addition, during the NEX sales event from December 14 - 20, customers who use their scratch card will have a chance to instantly win a \$500 NEX gift card.

WE BELIEVE IN FAMILY. On December 10, customers are invited to over 40 participating NEX locations for the Family Holiday Event. Each NEX will have cameras, film, frames, coloring materials and other craft supplies so that kids can make a special gift. Santa Clause and other characters will be making an appearance. In addition, the NEX will be giving away over \$15,000 in NEX gift cards.

WE BELIEVE IN HEROES. Many military family members will return home from deployment during the holidays. Several NEX locations will be hosting “Welcome Home” events where family members will find all of the supplies needed to make Welcome Home banners free of charge. Customers should check with their local NEX for more details.

“Our NEX teams have all worked hard this year with our vendor partners to ensure our customers have the best possible products and services at the best possible savings,” said Rich Honiball, NEXCOM’s Chief Merchandising and Marketing Officer. “We also realize that the spirit of the season goes well beyond the gifts under the tree, it is what we can do to honor and serve our customers every day and We Believe we are doing just that this season.”

-usn-

About NEXCOM

The Navy Exchange Service Command (NEXCOM) oversees 100 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 39 Navy Lodges, the Ships Store Program, the Uniform Program Management Office, the Navy Clothing and Textile 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 Navy 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 FY15, \$2.5 billion in sales were generated with \$22.3 million in dividends provided to Navy MWR programs.