



EXCHANGE

ARMY & AIR FORCE EXCHANGE SERVICE
3911 S. Walton Walker Blvd
Dallas, TX 75236

SD-Z

January 18, 2013

SOLICITATION NO.: AAFES-MKZ-11-015-12-150

TITLE: Mobile Marketing

LOCATION: Army & Air Force Exchange Service (Exchange), Dallas, Texas

ALL PROSPECTIVE OFFERORS:

The attached solicitation for Mobile Marketing Services is issued by the Army and Air Force Exchange Service (Exchange), an instrumentality of the U.S. Government.

Proposals must be submitted in accordance with the instructions for proposal preparation and submission in the Solicitation/Proposal/Award (AAFES Form 4450-002) and the solicitation Schedule. Please submit your proposal in an enclosed envelope (large envelopes require additional postage) to arrive no later than **2:00 P.M., CST, on or before 18 February 2013**. Proposals may be sent by UPS, FedEx (or other carrier), **OR** by regular USPS mail.

Army & Air Force Exchange Service
ATTN: SD-Z, K. Gammage
3911 S. Walton Walker Blvd.
Dallas, TX 75236

If you choose to hand carry your proposal or use the controlled dispatch services of a nationally recognized U.S. Courier, you should bring or send it to the "Issuing Office" address shown on the top left of the Solicitation/Proposal/Award (AAFES Form 4450-002).

If you do not intend to submit a proposal but wish to remain on the Exchange Source List, please notify me via email at the email address below. You do not need to return the solicitation package.

If you have questions after reviewing the solicitation package, submit your questions in writing (Email or Fax) to **Kaysha L. Gammage**; email address: gammage@aafes.com and **Lisa C. Taylor**; email address taylorlisa@aafes.com. All questions must be received **no later than 30 January 2013, 2:00 P.M., CST**.

Sincerely,

Lisa C. Taylor
Contracting Officer, SD-Z
Procurement Support & Policy Directorate