



## **MCX offers multiple ways for you to save**

The Marine Corps Exchange (MCX) continues to find new ways for you to save with the “Our Cost is Your Cost” program where we have 227 best selling items such as milk, bread, diapers, baby food, and formula, at our cost and do not mark up the retail price. The intent of the program is to provide essential items a family needs at our cost price from the supplier.

The items can be found in almost all MCX stores and Marine Marts and are identified by the prominent “Our Cost is Your Cost Logo.” The brands vary by location based on vendor availability.

According to Cindy Whitman Lacy, the Head of MCX Retail Operations, “The MCX already offers an average 27 percent savings on a market basket of goods. This new program is one more way that we are trying to help Marines and their families.”

She added that MCX customers have recognized the value and savings associated with this program and we have seen a 6% increase in sales of these items.

Over the past several years, the MCX has undergone a transformation. Most of the MCX main stores been renovated or are planned for renovations. Along with this new look and feel, they have developed a unique three-tiered Value Program that offers ways to save regardless of where Marines and their families are in their life stages. These include:

**1775** – Our Private label clothing developed specifically for the MCX that is high quality, fashion forward, and priced for a family to afford. No men’s or ladies’ item is over \$24.99 and no children’s item is over \$12.99. This line is designed for families who want style but do not care to pay for Brand Names.

**Another Corps Value** – Brand name household items such as dinnerware, glassware, small electronics, and household electronics priced at a great value. For example, a 16 piece porcelain dinnerware set sells for \$14.99.

**Exchange Select** – Our generic offering of over 100 health & beauty and cleaning items that are ingredient equivalent to their Brand Name counterpart at a great savings! For example, our Exchange Select dandruff shampoo is \$2.19 compared to Head and Shoulders at \$4.99, a 56% savings.

The MCX also has savings programs for key life events. The "Baby and Me" Program offers a free gift for our newest family members and the Super Star Student Program rewards excellence of our young scholars. MCX also supports Motorcycle Safety and has begun offering Marines the opportunity to buy their initial gear at cost after the completion of their Motorcycle Safety Class. For Families and retirees that want Brand names in clothing at a value, we just added new lines only available at Macy’s; Style and Co. and Karen Scott for ladies, and GreenDog for kids. Both lines are on average 20% below the Macy’s retail price. For the home, we have added the Macy’s Martha Stewart home line. We also offer a Price Match Guarantee program that will match the price of any item advertised or purchased for less.

“We know it’s impossible to be the lowest on every single item every single day,” Whitman Lacy said. “At the Marine Corps Exchange we strive to provide our shoppers

the best overall value and quality. Our new exchange is designed specifically for the way our young Marines and families shop.”

For more information about the “Our Cost is Your Cost” program contact your local MCX Store Manager.