



# Director/CEO Newsletter

## Exchange's Economic Impact in Your State

For 129 years, the Army & Air Force Exchange Service has been a key contributor of critical Quality-of-Life support for our Nation's military communities.

Providing the best tastes of home to those who serve is accomplished through focused collaboration with businesses, communities and people nationwide, creating significant positive impacts at each location the Exchange is privileged to serve.

Last year, Exchange operations generated a nationwide economic impact of \$7.25 billion, including payroll and agreements with commercial providers.

An interactive map, specific to FY2023, that details the economic impact of Exchange services in your state is available [here](#).

It is truly an honor to serve those who serve with outstanding partners like you. Thank you for all you do to protect, preserve and strengthen the hard-earned Quality-of-Life benefits of all who serve and have served.



Veteran for Life!

Tom Shull  
Director/CEO

## Exchange + Bass Pro Shops Collaboration Launching Soon

The Exchange and Bass Pro Shops have finalized an agreement to bring the Bass Pro fishing, hunting and outdoor gear and apparel to authorized military shoppers tax-free at [ShopMyExchange.com](https://ShopMyExchange.com).



All active-duty service members, dependents, retirees, DoD civilians and retirees and honorably discharged Veterans who have confirmed their eligibility to shop at ShopMyExchange.com will be able to reel in deals on a wide assortment of outdoor gear later this year.

The collaboration is part of the Exchange's priority to bring even more of the best national brands to America's heroes tax-free. Since 2022, the Exchange has added appliances from The Home Depot, eyewear from Sunglass Hut as well as clothing for the family from Gap and Old Navy. Check ShopMyExchange.com for more information and updates as additional products and services come online.

## MILITARY STAR Card Acceptance Expanding



The Exchange Credit Program is taking a historic step toward making MILITARY STAR® the one card for the military community, teaming up with Discover® Global Network to allow the card to be more widely used across Army, Navy, Marine Corps, Air Force, Space Force and Coast Guard installations worldwide.

By moving from the previous closed-loop network model to the Discover Global Network, additional services and providers on military installations will be able to accept the card, including concessionaires, restaurants, third-party vendors, MWR activities and more.

MILITARY STAR cards will be reissued this fall. The cards will now be more secure with EMV® chip technology and provide more convenient payment options with tap-to-pay and mobile wallet capabilities.

The Exchange Credit Program has been key to helping service members and families build credit responsibly through military-specific credit services for nearly 45 years. In 2023, the MILITARY STAR card generated \$439 million in value for the military community, an impact that is steadily increasing as interest rates on other retail credit cards reach new heights.

The effort to expand acceptance of this powerful financial health tool is taking on even greater urgency as a newly-released [Bankrate](#) survey shows the MILITARY STAR card now has the lowest APR (14.99%) out of all non-secured private-label cards, well below the record-high average retail credit card interest rate 30.45%.