



DIRECTOR/CEO NEWSLETTER

JULY 2026

STRENGTHENING THE BENEFIT: A NEW CHAPTER FOR THE EXCHANGE

This month, the Army & Air Force Exchange Service celebrates 131 years of supporting America's Warfighters and their families. For more than a century, the Exchange has stood beside those who serve, delivering value, convenience and critical support to troops wherever duty calls.

In 2025, the Exchange generated \$307 million in dividends that went directly back to the Services to support Quality-of-Life programs for service members and their families, strengthening readiness and resiliency. Every purchase at the Exchange matters—100% of earnings go right back to the military community. The Exchange's economic impact on our nation is significant—\$8.3 billion annually. To see the Exchange's economic impact in your state, visit our interactive map [here](#).

As the Exchange's director/CEO, I am committed to advancing strategies that keep the benefits the organization provides strong, relevant and mission focused. In the months ahead, our focus is on:

- Expanding MILITARY STAR card use at merchants off-installation to generate more dividends for Quality-of-Life programs.
- Modernizing IT and data capabilities so customers enjoy better shopping experiences in-store and online.
- Accelerating retail growth through strengthening e-commerce, improving assortments and expanding grab-and-go meal options to support busy troops and families.
- Strengthening Military Clothing support through better forecasting and seamless online ordering.
- Optimizing the restaurant portfolio through better-for-you brands to enhance force readiness and resiliency.
- Kicking off the Army's Flexible Eating and Expanded Dining program at Fort Stewart to allow Soldiers to use their meal entitlements at select Exchange restaurants.

The Exchange has served the military community for 131 years because we continue to evolve with our customers' needs while staying true to our mission. Serving those who serve is the ultimate responsibility and honor. I look forward to partnering with you as we build on our We Go Where You Go promise and strengthen the benefit for service members, families and Veterans.



Brad Bingham
Director/CEO