

Bernie Little Distributors, Inc.**Price Promotions - 2nd Quarter 2012****Sebring - Hardee, Highlands, Okeechobee and trade area of Osceola & Glades**

Brands	Package	Start	Stop	Posted Price	Price after Posting	Qty	Premise
Bud Reg & Light	24/16oz Can 6/4	04/01/12	04/28/12	21.05	22.05	5+	On & Off
Bud Reg & Light	24/16oz Can 6/4	04/29/12	06/30/12	19.90	22.05	5+	On & Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	04/29/12	05/26/12	13.65	14.40	10+	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	05/27/12	06/30/12	13.65	14.40	25+	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	05/06/12	05/26/12	18.50	19.20	25+	Off
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	05/27/12	07/07/12	18.50	19.20	10+	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	18.15	19.20	10 - 34	Off
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	17.35	19.20	35 - 59	Off
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	16.95	19.20	60+	Off
Mix & Match on above brands & packages							
Bud Light Lime, Bud Lt Golden Wheat & Bud Lt Platinum	24/12oz Cans & LNNR 2/12	05/27/12	06/23/12	20.15	21.65	10+	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz Can S/C	04/29/12	05/26/12	14.00	14.50	5+	Off
Busch & Light	24/12oz Can S/C	05/27/12	06/23/12	14.00	14.50	98+	Off
Busch & Light	24/12oz Can S/C	06/24/12	07/28/12	14.00	14.50	5+	Off
Mix & Match on above brands & packages							
Busch & Light	24/16oz Cans 6/4	04/01/12	06/30/12	15.85	17.60	5+	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	24/12oz Can 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic Lt, Ultra	24/12oz Can 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz Can S/C	04/29/12	05/26/12	14.00	14.50	5+	Off
Natural Light & Ice	24/12oz Can S/C	05/27/12	06/23/12	14.00	14.50	98+	Off
Natural Light & Ice	24/12oz Can S/C	06/24/12	07/28/12	14.00	14.50	5+	Off
Mix & Match on above brands & packages							
Natural Light, Nat Ice & Bud Ice	24/16oz Can 6/4	04/01/12	06/30/12	15.85	16.40	5+	Off
Mix & Match on above brands & packages							

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Shock Top, Wheat IPA & Shock Top Variety	24/12oz LNNR/Can 2/12	04/01/12	06/30/12	22.65	24.30	1 - 48	Off
Shock Top, Wheat IPA & Shock Top Variety	24/12oz LNNR/Can 2/12	04/01/12	06/30/12	21.90	24.30	49+	Off
Mix & Match on above brands & packages							
Shock Top, Pumpkin & Raspberry	24/12oz LNNR 4/6	04/01/12	06/30/12	23.55	24.30	49+	Off
Mix & Match on above brands & packages							
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	21.95	25.55	1 - 34	Off
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	20.95	25.55	35 - 69	Off
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	20.45	25.55	70+	Off
Mix & Match on above brands & packages							
Stella Artois, Hoegaarden, Leffe Blonde & Leffe Brown	24/11.2oz LNNR 4/6	04/01/12	08/18/12	24.40	28.75	72+	Off
Mix & Match on above brands & packages							
Bass Ale	24/12oz LNNR 2/12	04/01/12	06/30/12	20.95	26.30	70+	Off