

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
 (MALT BEVERAGES)**

Distributor Bernie Little Distributing, LLC Date 1/6/2011

Location Address 1314 SW 17th Street License No. JDBW _____ KLD 52-02329

City Ocala, FL Beginning Date February 6, 2011

Notice No. 2011 - 10 Page 1 of 1 Ending Date February 26, 2011

Counties Where Price is in Effect: Marion, Citrus, Sumter, Levy, Dixie, and Trade Area of Lake and Putnam

<i>BRAND NAME</i>	<i>SIZE AND PACKAGE</i>	<i>CASE QUANTITY</i>	<i>POSTED PRICE PER CASE</i>	<i>CASH PRICE AFTER POSTING</i>
Michelob, Michelob Light, Michelob Ultra, Michelob Amber Bock, Michelob Ultra Amber	18/12 CAN & 18/12 NRLN	5+	13.20	15.45

The above price differentials apply to off-premise retailers only. Price differentials apply on a mix & match basis within quantity discount groups. Quantities may be limited to preserve the quality of the product or to inventory on hand. Credit prices are \$0.30 higher per case, \$2.00 higher per keg. All prices include a standard delivery fee and a fuel surcharge.

Ken Daley
 Authorized Representative

President
 Title