

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

Distributor Bernie Little Distributing, LLC Date 12/7/2010

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

City Ocala, FL Beginning Date January 1, 2011

Notice No. 2011 - 2 Page 1 of 1 Ending Date December 31, 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>
*** Please see attachment – New Price Promotions				

The above price differentials apply to on-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

On Premise Promotions Only

Bernie Little Distributing LLC

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Anheuser-Busch										
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2011	12/31/2011	1-19	\$18.60	\$18.60	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2011	12/31/2011	1-19	\$18.60	\$18.60	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2011	12/31/2011	1-19	\$18.60	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2011	12/31/2011	1-19	\$18.60	\$18.60	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2011	12/31/2011	20-49	\$17.75	\$18.60	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2011	12/31/2011	20-49	\$17.75	\$18.60	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2011	12/31/2011	20-49	\$17.75	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2011	12/31/2011	20-49	\$17.75	\$18.60	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2011	12/31/2011	50-99	\$17.35	\$18.60	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2011	12/31/2011	50-99	\$17.35	\$18.60	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2011	12/31/2011	50-99	\$17.35	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2011	12/31/2011	50-99	\$17.35	\$18.60	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2011	12/31/2011	100+	\$16.65	\$18.60	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2011	12/31/2011	100+	\$16.65	\$18.60	Mix&Match	All Counties
5229	Bud Select	24/12 NRLN LS	18200-96644	1/1/2011	12/31/2011	100+	\$16.65	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2011	12/31/2011	100+	\$16.65	\$18.60	Mix&Match	All Counties

Credit prices are \$.30 higher per case, \$2.00 per keg. All prices include a standard delivery fee and a fuel surcharge. Quantities may be limited to preserve the quality of product or inventory on hand.