

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

Distributor Bernie Little Distributing, LLC Date 3/2/2011

Location Address 1314 SW 17<sup>th</sup> Street License No. JDBW \_\_\_\_\_ KLD 52-02329

City Ocala, FL Beginning Date April 3, 2011

Notice No. 2011 - 29 Page 1 of 1 Ending Date July 30, 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 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

Off 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
<b>Anheuser-Busch</b>										
1144	Budweiser	24/16 CAN 6/4	18200-00537	4/3/2011	4/30/2011	5+	\$20.15	\$21.15	Mix&Match	All Counties
5344	Bud Light	24/16 CAN 6/4	18200-00538	4/3/2011	4/30/2011	5+	\$20.15	\$21.15	Mix&Match	All Counties
1144	Budweiser	24/16 CAN 6/4	18200-00537	5/1/2011	7/2/2011	5+	\$19.00	\$21.15	Mix&Match	All Counties
5344	Bud Light	24/16 CAN 6/4	18200-00538	5/1/2011	7/2/2011	5+	\$19.00	\$21.15	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
5318	Bud Light	18/12 CAN	18200-53218	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
5218	Bud Select	18/12 CAN	18200-96670	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
15218	Select 55	18/12 CAN	18200-96244	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
1138	Budweiser	18/12 NRLN	18200-11308	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
5338	Bud Light	18/12 NRLN	18200-53308	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
5238	Bud Select	18/12 NRLN	18200-96665	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
15238	Select 55	18/12 NRLN	18200-96200	5/1/2011	5/28/2011	1+	\$13.20	\$13.95		All Counties
1118	Budweiser	18/12 CAN	18200-11218	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	5/29/2011	6/25/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
5318	Bud Light	18/12 CAN	18200-53218	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
5218	Bud Select	18/12 CAN	18200-96670	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
15218	Select 55	18/12 CAN	18200-96244	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
1138	Budweiser	18/12 NRLN	18200-11308	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
5338	Bud Light	18/12 NRLN	18200-53308	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
5238	Bud Select	18/12 NRLN	18200-96665	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
15238	Select 55	18/12 NRLN	18200-96200	6/26/2011	7/30/2011	1+	\$13.20	\$13.95		All Counties
1146	Budweiser	24/12 CAN 2/12	18200-11047	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5346	Bud Light	24/12 CAN 2/12	18200-53047	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	5/1/2011	5/21/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
1146	Budweiser	24/12 CAN 2/12	18200-11047	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
5346	Bud Light	24/12 CAN 2/12	18200-53047	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	5/22/2011	7/9/2011	1+	\$17.80	\$18.50		All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	5/1/2011	5/28/2011	1+	\$19.63	\$21.20		All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	5/1/2011	5/28/2011	1+	\$19.63	\$21.20		All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	5/1/2011	5/28/2011	1+	\$19.63	\$21.20		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.

Off 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
<b>Anheuser-Busch</b>										
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	5/29/2011	6/25/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	5/29/2011	6/25/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	5/29/2011	6/25/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	6/26/2011	7/30/2011	1+	\$19.63	\$21.20		All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	6/26/2011	7/30/2011	1+	\$19.63	\$21.20		All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	6/26/2011	7/30/2011	1+	\$19.63	\$21.20		All Counties
4138	Michelob	18/12 NRLN	18200-41381	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
4338	Michelob Light	18/12 NRLN	18200-43381	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
7638	Michelob Amber Bock	18/12 NRLN	18200-70381	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
7738	Michelob Ultra	18/12 NRLN	18200-96624	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
7838	Michelob Ultra Amber	18/12 NRLN	18200-96554	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
4318	Michelob Light	18/12 Can	18200-43218	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
7718	Michelob Ultra	18/12 Can	18200-96721	4/24/2011	5/21/2011	5+	\$13.20	\$15.45	Mix&Match	All Counties
4138	Michelob	18/12 NRLN	18200-41381	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4338	Michelob Light	18/12 NRLN	18200-43381	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7638	Michelob Amber Bock	18/12 NRLN	18200-70381	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7738	Michelob Ultra	18/12 NRLN	18200-96624	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7838	Michelob Ultra Amber	18/12 NRLN	18200-96554	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4318	Michelob Light	18/12 Can	18200-43218	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7718	Michelob Ultra	18/12 Can	18200-96721	5/22/2011	7/9/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4346	Michelob Light	24/12 CAN 2/12	18200-43047	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7346	Michelob Ultra Lime	24/12 CAN 2/12	18200-16984	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7746	Michelob Ultra	24/12 CAN 2/12	18200-06991	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4160	Michelob	24/12 NRLN 2/12	18200-00891	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4360	Michelob Light	24/12 NRLN 2/12	18200-00884	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7760	Michelob Ultra	24/12 NRLN 2/12	18200-05990	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7660	Michelob Amber Bock	24/12 NRLN 2/12	18200-01991	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7860	Michelob Ultra Amber	24/12 NRLN 2/12	18200-10987	4/24/2011	4/30/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4346	Michelob Light	24/12 CAN 2/12	18200-43047	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7346	Michelob Ultra Lime	24/12 CAN 2/12	18200-16984	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7746	Michelob Ultra	24/12 CAN 2/12	18200-06991	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4160	Michelob	24/12 NRLN 2/12	18200-00891	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4360	Michelob Light	24/12 NRLN 2/12	18200-00884	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7760	Michelob Ultra	24/12 NRLN 2/12	18200-05990	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7660	Michelob Amber Bock	24/12 NRLN 2/12	18200-01991	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7860	Michelob Ultra Amber	24/12 NRLN 2/12	18200-10987	5/1/2011	5/21/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4346	Michelob Light	24/12 CAN 2/12	18200-43047	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7346	Michelob Ultra Lime	24/12 CAN 2/12	18200-16984	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7746	Michelob Ultra	24/12 CAN 2/12	18200-06991	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
4160	Michelob	24/12 NRLN 2/12	18200-00891	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
4360	Michelob Light	24/12 NRLN 2/12	18200-00884	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7760	Michelob Ultra	24/12 NRLN 2/12	18200-05990	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7660	Michelob Amber Bock	24/12 NRLN 2/12	18200-01991	5/22/2011	7/9/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
6168	Busch	24/12 CAN	18200-61168	5/1/2011	5/28/2011	1+	\$13.30	\$13.80		All Counties
8668	Busch Light	24/12 CAN	18200-86167	5/1/2011	5/28/2011	1+	\$13.30	\$13.80		All Counties
6168	Busch	24/12 CAN	18200-61168	5/29/2011	6/25/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
8668	Busch Light	24/12 CAN	18200-86167	5/29/2011	6/25/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties

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Off 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
<b>Anheuser-Busch</b>										
6168	Busch	24/12 CAN	18200-61168	6/26/2011	7/30/2011	1+	\$13.30	\$13.80		All Counties
8668	Busch Light	24/12 CAN	18200-86167	6/26/2011	7/30/2011	1+	\$13.30	\$13.80		All Counties
1568	Natural Light	24/12 CAN	18200-15168	5/1/2011	5/28/2011	1+	\$13.30	\$13.80		All Counties
2768	Natural Ice	24/12 CAN	18200-27168	5/1/2011	5/28/2011	1+	\$13.30	\$13.80		All Counties
1568	Natural Light	24/12 CAN	18200-15168	5/29/2011	6/25/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
2768	Natural Ice	24/12 CAN	18200-27168	5/29/2011	6/25/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
1568	Natural Light	24/12 CAN	18200-15168	6/26/2011	7/30/2011	1+	\$13.30	\$13.80		All Counties
2768	Natural Ice	24/12 CAN	18200-27168	6/26/2011	7/30/2011	1+	\$13.30	\$13.80		All Counties
6036	Shock top	24/12 NRLN 4/6	18200-13986	5/1/2011	6/4/2011	1+	\$21.85	\$24.30		All Counties
6037	Shock Top Raspberry	24/12 NRLN 4/6	18200-16989	5/1/2011	6/4/2011	1+	\$21.85	\$24.30		All Counties
1336	Kirin Ichiban	24/12 NRLN 4/6	40063-11678	4/3/2011	4/30/2011	1+	\$20.25	\$22.55		All Counties
1436	Kirin Light	24/12 NRLN 4/6	40063-17546	4/3/2011	4/30/2011	1+	\$20.25	\$22.55		All Counties
1336	Kirin Ichiban	24/12 NRLN 4/6	40063-11678	5/29/2011	7/2/2011	1+	\$20.25	\$22.55		All Counties
1436	Kirin Light	24/12 NRLN 4/6	40063-17546	5/29/2011	7/2/2011	1+	\$20.25	\$22.55		All Counties
16536	Alexander Keith's Brown Ale	24/12 NRLN 4/6	18200-16997	5/1/2011	6/4/2011	1+	\$21.85	\$24.30		All Counties
16636	Alexander Keith's Lager	24/12 NRLN 4/6	18200-16998	5/1/2011	6/4/2011	1+	\$21.85	\$24.30		All Counties
16736	Alexander Keith's Pale Ale	24/12 NRLN 4/6	18200-16996	5/1/2011	6/4/2011	1+	\$21.85	\$24.30		All Counties
<b>Inbev</b>										
2836	Bass Ale	24/12 NRLN 4/6	62274-07131	5/22/2011	7/16/2011	1+	\$24.30	\$27.15		All Counties
8036	Stella Artois	24/11.2 NRLN 4/6	86150-00001	5/1/2011	5/28/2011	1+	\$25.85	\$28.75		All Counties
5436	Hoegaarden	24/11.2 NRLN 4/6	86150-00036	5/1/2011	5/28/2011	1+	\$25.85	\$28.75		All Counties
8336	Leffe Blonde	24/11.2 NRLN 4/6	86150-00030	5/1/2011	5/28/2011	1+	\$25.85	\$28.75		All Counties