

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

Distributor Cone Distributing, Inc. Date 1/20/11

Location Address 500 NW 27th Ave. License No. JDBW 52-00003 KLD _____

City Ocala, FL 34475 Beginning Date January 31, 2011

Notice No. 2011 - 21 Page 1 of 1 Ending Date February 27, 2011

Counties Where Price is in Effect: Alachua, Bradford, Citrus, Columbia, Dixie, Gilchrist Hernando, Levy, Marion, Sumter, Union OFF premise channel

<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>
Smirnoff Ice	4/6/11.2 NR	1+	24.75	25.55
Smirnoff Ice Triple Black		5+	22.90	
Smirnoff Ice Strawberry Acai				
Smirnoff Ice Green Apple				
Smirnoff Ice Pineapple				
Smirnoff Ice Mango				
Smirnoff Premium Blueberry Lemonade				
Smirnoff Premium Cranberry Lime				
Smirnoff Premium Lemonade				
Mix and Match				

Charles D. Ingrilli
 Authorized Representative

Vice President Sales
 Title