



OFF PREMISE FRONT LINES, PROMOTIONS, AND QUANTITY DISCOUNTS

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NEW FRONT LINES FOR MILLER/COORS/YUENGLING AS OF 09/29/08 - NEW GUINNESS FRONT LINES AS OF 10/06/08

CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
DOMESTIC PARTNERS											
MILLER - COORS BREWING COMPANY											
	3051	1061441	MILW BEST 6/4 16OZ CN	3410000168			\$12.40				
	3251	1063441	MILW BEST ICE 6/4 16 OZ CN	3410000162			\$12.40				
	3551	1064441	MILW BEST LT 6/4 16 OZ CN	3410000163			\$12.40				
	19351	1510441	KEYSTONE ICE 24/16OZ 6/4PK CN	7199047707			\$12.40				
	17151	1511441	KEYSTONE LT 24/16OZ 6/4PK CN	7199048008			\$12.40				
FRONT LINE					9/29/2008		\$13.30				NEW FRONT LINE PRICE 9/29/08
	3033	1061233	MIL BEST 12/32 OZ QUART NR	3410000181			\$14.25				
	11417	1069408	OLDE ENGLISH 32 OZ QT	3410000616			\$14.50				
	11017	1056233	MICKEY'S MALT 32 OZ QUART NR	3410000183			\$14.50				
	533	1012233	MHL 12/32 OZ QUART NR	3410000031			\$14.25				
	530	1012408	MHL 12/32 OZ KING CAN	3410000008			\$12.40				
FRONT LINE					9/29/2008		\$15.75				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$15.75	\$1.50	\$14.25	7	MIX & MATCH
	3006	1061428	MIL BEST 24/12 OZ 2/12 CAN	3410031602			\$11.70				
	3206	1063428	MIL BEST ICE 24/12 OZ 2/12 CAN	3410030602			\$11.70				
	3506	1064428	MIL BEST LT 24/12 2/12 CAN	3410007602			\$11.70				
	19323	1510428	KEYSTONE ICE 24/12 OZ 2/12 CAN	7199047702			\$11.70				
	17123	1511428	KEYSTONE LT 24/12 OZ 2/12 CANS	7199048004			\$11.70				
FRONT LINE					9/29/2008		\$12.25				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$12.25	\$0.40	\$11.85	1	
	3009	1061417	MIL BEST 24/12 OZ LOOSE CAN	3410031306			\$11.70				
	3209	1063417	MIL BEST ICE 24/12 OZ LSE CAN	3410030306			\$11.70				
	3509	1064417	MIL BEST LT 24/12 OZ LOOSE CAN	3410007306			\$11.70				
	17130	1511417	KEYSTONE LT 24/12 OZ LSE CAN	7199048006			\$11.70				
FRONT LINE					9/29/2008		\$12.25				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$12.25	\$0.40	\$11.85	1	
	17122	1511410	KEYSTONE LT 1/18PK 12OZ CANS	7199048016			\$8.85				
FRONT LINE					9/29/2008		\$9.30				NEW FRONT LINE PRICE 9/29/08
	6706	1084428	STEEL RESRV 24/12OZ 2/12 CANS	7825000382			\$10.55				
FRONT LINE					9/29/2008		\$11.05				NEW FRONT LINE PRICE 9/29/08
	6713	1084403	STEEL RESERVE 12/24 OZ CANS	7825000328			\$11.25				
FRONT LINE					9/29/2008		\$12.18				NEW FRONT LINE PRICE 9/29/08
	6723	1084441	STEEL RESERVE 6/4 16 OZ CANS	7825000464			\$12.30				
FRONT LINE					9/29/2008		\$12.90				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$12.90	\$0.60	\$12.30	1	
	4533	1046233	MAGNUM 12/32 OZ QUART NR	3410000081			\$11.95				
FRONT LINE					9/29/2008		\$12.95				NEW FRONT LINE PRICE 9/29/08
	11049	1056283	MICKEY'S MALT 24/12OZ 4/6PK BT	3410077835			\$16.70				
FRONT LINE					9/29/2008		\$17.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$17.80	\$1.85	\$15.95	1	
	11451	1069441	OLDE ENGLISH 24/16 OZ 6/4 CAN	3410000624			\$14.65				
FRONT LINE							\$14.95				NEW FRONT LINE PRICE 9/29/08



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NEW FRONT LINES FOR MILLER/COORS/YUENGLING AS OF 09/29/08 - NEW GUINNESS FRONT LINES AS OF 10/06/08

CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
FRONT LINE	523	1012441	MHL 24/16 OZ 6/4 CAN	3410000152	9/29/2008		\$12.90				
NEW PROMO					9/29/2008	1/3/2009	\$13.75	\$0.65	\$13.10	7	NEW FRONT LINE PRICE 9/29/08
	542	1012283	MHL 24/12 OZ 4/6 LNNR	3410001505			\$12.55				
FRONT LINE	342	1014283	MHL LT 24/12 OZ 4/6 LNNR	3410003505	9/29/2008		\$12.55				NEW FRONT LINE PRICE 9/29/08
	543	1012275	MHL 24/12 OZ 2/12 LNNR	3410001509			\$12.55				
	507	1012428	MHL 24/12OZ 2/12 FRIDGE PK CN	3410001636			\$12.55				
	343	1014275	MHL LT 24/12 OZ 2/12 LNNR	3410003509			\$12.55				
FRONT LINE	307	1014428	MHL LT 24/12OZ 2/12FRDGE PK CN	3410003636	9/29/2008		\$12.55				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$12.85	\$0.50	\$12.35	1	
NEW PROMO					9/29/2008	1/3/2009	\$12.85	\$0.90	\$11.95	28	MIX & MATCH
	509	1012417	MHL 24/12 OZ LOOSE CAN	3410001306			\$12.55				
FRONT LINE	309	1014417	MHL LT 24/12 OZ LOOSE CANS	3410003306	9/29/2008		\$12.55				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$12.85	\$0.50	\$12.35	1	
NEW PROMO					9/29/2008	1/3/2009	\$12.85	\$0.90	\$11.95	28	MIX & MATCH
	1355	1015410	ICEHOUSE 1/18PK 12 OZ CANS	3410062340			\$10.18				
FRONT LINE	1356	1015242	ICEHSE 18/12 OZ LNNR	3410062256	9/29/2008		\$10.18				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$10.68	\$0.50	\$10.18	10	MIX & MATCH
	1323	1015441	ICEHOUSE 24/16 OZ 6/4 CAN	3410000160			\$16.80				
FRONT LINE					9/29/2008		\$17.60				NEW FRONT LINE PRICE 9/29/08
	1313	1015403	ICEHOUSE 12/24 OZ CAN	3410000880			\$12.15				
FRONT LINE					9/29/2008		\$13.35				NEW FRONT LINE PRICE 9/29/08
	1333	1015233	ICEHOUSE 32 OZ QUART NR	3410000891			\$16.70				
	1342	1015283	ICEHOUSE 4/6 LNNR	3410062505			\$13.80				
FRONT LINE					9/29/2008		\$14.48				NEW FRONT LINE PRICE 9/29/08
	1343	1015275	ICEHOUSE 2/12 12 OZ LNNR	3410062509			\$13.58				
FRONT LINE	1304	1015428	ICEHOUSE 24/12OZ 2/12 CN	3410062602	9/29/2008		\$13.58				NEW FRONT LINE PRICE 9/29/08
	1415	1073275	RED DOG 24/12 OZ 2/12 NR	3410067509			\$12.55				
FRONT LINE	615	1079275	SPAW LT 24/12 OZ 2/12 NR	3410093509	9/29/2008		\$12.55				NEW FRONT LINE PRICE 9/29/08
????????	16406	1508436	COORS LT SHORT 24/8 OZ 4/6 CAN	7199030008			\$9.00				
	1305	1015288	ICEHOUSE 24/16 OZ 4/6 NR ATB	3410062570			\$22.15				
	1005	1040288	LITE 24/16 OZ 4/6 NR ATB	3410057570			\$22.15				
FRONT LINE	16405	1508288	COORS LT 4/6PK 16 OZ PLASTIC	7199030097	9/29/2008		\$22.15				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$22.75	\$2.65	\$20.10	3	MIX & MATCH
	1023	1040441	LITE 24/16 OZ 6/4 CAN	3410000158			\$20.10				
	16451	1508435	COORS LT 4/6 16 OZ CANS	7199032000			\$20.10				
FRONT LINE	16468	1508296	COORS LT 6/4 16 OZ WM GLASS	7199030024	9/29/2008		\$22.15				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$20.70	\$2.00	\$18.70	3	MIX & MATCH



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CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
	1040316	1040316	LITE 2/9PK 16OZ ALUMINUM BOTTLE	3410057023			\$19.20				
	1051	1040444	LITE 24/16OZ 2/12PK CANS	3410057653			\$20.10				
	1013	1040403	LITE 12/24 OZ CANS	3410000355			\$16.55				
	16413	1508403	COORS LT 12/24 OZ CANS	7199030065			\$16.55				
	16313	1507403	COORS BANQUET 12/24OZ CANS	7199010071			\$16.55				
FRONT LINE					9/29/2008		\$17.00				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$17.00	\$1.30	\$15.70	3	MIX & MATCH
	1033	1040233	LITE 12/32 OZ NR	3410000382			\$19.45				
	1032	1040408	LITE 12/32 OZ CANS	3410057331			\$19.85				
FRONT LINE					9/29/2008		\$20.45				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$20.45	\$2.65	\$17.80	3	MIX & MATCH
	1055	1040410	LITE 1/18/12 OZ CAN	3410057340			\$13.15				
	1056	1040242	LITE 18/12 OZ LSE LNNR	3410057256			\$13.15				
	4055	1047410	MGD 1/18/12 OZ CANS	3410017340			\$13.15				
	4056	1047242	MGD 18/12 OZ LNNR	3410017256			\$13.15				
	16322	1507410	COORS BANQUET 1/18/12 OZ CANS	7199010020			\$13.15				
	16356	1507242	COORS BANQUET 1/18/12 OZ LNNR	7199010078			\$13.15				
	16422	1508410	COORS LT 1/18/12 OZ CANS	7199030017			\$13.15				
	16456	1508242	COORS LT 18/12 OZ LOOSE LNNR	7199030078			\$13.15				
FRONT LINE					9/29/2008		\$13.60				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	10/4/2008	\$13.60	\$1.10	\$12.50	1	PRICE PROTECTED FOR 1 WEEK
NEW PROMO					9/29/2008	10/4/2008	\$13.60	\$1.45	\$12.15	25	MIX&MATCH - PRICE PROTECTED 1 WEEK
NEW PROMO					10/6/2008	1/3/2009	\$13.60	\$0.85	\$12.75	10	MIX & MATCH
	1009	1040417	LITE 1/24/12 OZ CAN	3410057306			\$17.35				
	1058	1040255	LITE 24/12 OZ LOOSE LNNR'S HG	3410057243			\$17.35				
	4009	1047417	MGD 1/24/12 OZ CANS	3410017306			\$17.35				
	1019	1040256	LITE 24/12 OZ LSE LNNR ON PREM	3410057215			\$17.35				
	1057		LITE REFEREE 24/12OZ LOOSE ON PREM	3410000362			\$17.35				
	16430	1508417	COORS LT 1/24/12 OZ CANS	7199031600			\$17.35				
	16431	1508255	COORS LT 24/12 OZ LOOSE LNNR	7199030079			\$17.35				
	16419		COORS LT 24/12OZ LSE LN COLD ON PREM	7199030007			\$17.35				
	16418	1508256	COORS LT 24/12OZ LSE ON PREMIS	7199030007			\$17.35				
FRONT LINE					9/29/2008		\$17.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$17.80	\$1.25	\$16.55	7	MIX & MATCH
NEW PROMO					9/29/2008	1/3/2009	\$17.80	\$2.05	\$15.75	120	MIX & MATCH
	1043	1040275	LITE 2/12 12 OZ LNNR	3410057509			\$17.35				
	4043	1047275	MGD 24/12 OZ 2/12 LNNR	3410017509			\$17.35				
	1049275	1049275	MGD-64 24/12 OZ 2/12 LNNR	3410015509			\$17.35				
	1006	1040428	LITE 24/12 OZ 2/12 CAN	3410057636			\$17.35				
	4006	1047428	MGD 24/12 OZ 2/12 CN FRIDGE PK	3410017636			\$17.35				
	16323	1507428	COORS 24/12 OZ 2/12 CAN	7199000047			\$17.35				
	16423	1508428	COORS LT 24/12 OZ 2/12 CAN	7199000048			\$17.35				
	16324	1507275	COORS 24/12 OZ 2/12 LNNR	7199010074			\$17.35				
	16424	1508275	COORS LT 24/12 OZ 2/12 LNNR	7199030069			\$17.35				
FRONT LINE					9/29/2008		\$17.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	10/4/2008	\$17.80	\$1.15	\$16.65	1	PRICE PROTECTED FOR 1 WEEK
NEW PROMO					10/6/2008	1/3/2009	\$17.80	\$0.45	\$17.35	14	MIX & MATCH
	1003	1040434	LITE 24/12 OZ 4/6 CAN	3410000354			\$17.80				
	1042	1040283	LITE 24/12 OZ 4/6 LNNR	3410057505			\$17.80				
	4042	1047283	MGD 24/12 OZ 4/6 LNNR	3410017505			\$17.80				
	1049283	1049283	MGD-64 24/12 OZ 4/6 LNNR	3410015505			\$17.80				



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CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
	16348	1507283	COORS 24/12 OZ 4/6 LNNR	7199010006			\$17.80				
	16447	1508434	COORS LT 24/12 OZ 4/6 CAN	7199000008			\$17.80				
	16448	1508283	COORS LT 24/12 OZ 4/6 LNNR	7199030005			\$17.80				
FRONT LINE					9/29/2008		\$18.50				NEW FRONT LINE PRICE 9/29/08
	1820	1058240	MILLER CHILL 15/22OZ BOTTLES	3410000292			\$26.00				
	1842	1058283	MILLER CHILL 24/12 OZ 4/6LNNR	3410034805			\$21.65				
FRONT LINE					9/29/2008		\$20.75				NEW FRONT LINE PRICE 9/29/08
	1843	1058275	MILLER CHILL 24/12OZ 2/12 LNNR	3410034874			\$20.00				
	1844	1058430	MILLER CHILL 24/12OZ 2/12 SLIM CANS	3410034958			\$20.00				
FRONT LINE					9/29/2008		\$20.75				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$20.75	\$1.57	\$19.18	1	
	5506	1074428	SHARPS 24/12 OZ 2/12 CAN	3410010602			\$13.55				
FRONT LINE					9/29/2008		\$13.58				NEW FRONT LINE PRICE 9/29/08
	16548	1509283	COORS N/A 24/12 OZ 4/6 LNNR	7199077005			\$12.30				
FRONT LINE					9/29/2008		\$13.80				NEW FRONT LINE PRICE 9/29/08
	18623	1080441	SPARKS 6/4 16 OZ CANS	7825000459			\$28.00				
	18624	1082441	SPARKS LIGHT 24/16OZ 6/4 CAN	7825000457			\$28.00				
	18625	1083441	SPARKS PLUS 24/16OZ 6/4 PK CN	97825000461			\$28.00				
FRONT LINE					9/29/2008		\$31.00				NEW FRONT LINE PRICE 9/29/08
	16724	1512275	KILLIANS 24/12 OZ 2/12 LNNR	7199076400			\$19.55				
FRONT LINE					9/29/2008		\$20.15				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$20.15	\$1.60	\$18.55	3	MIX & MATCH W/FOSTERS 12PKS
	5015	1008275	FOSTER 24/12 OZ 2/12 LNNR	7089701125			\$22.10				
	5023	1008428	FOSTERS 24/12 OZ 2/12 CANS	7089701325			\$22.10				
NEW PROMO					9/29/2008	1/3/2009	\$22.10	\$3.55	\$18.55	3	MIX & MATCH W/KILLIANS 12PKS
	16748	1512283	KILLIANS 24/12 OZ 4/6 LNNR	7199070002			\$19.55				
FRONT LINE					9/29/2008		\$20.15				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$20.15	\$0.60	\$19.55	2	
	5712	1513283	MOLSON CANADIA 24/12 OZ 4/6 NR	6821303112			\$20.45				
	5412	1514283	MOLSON GL 24/12 OZ 4/6 NR	6821302112			\$20.45				
	5912	1515283	MOLSON ICE 24/12 OZ 4/6 NR	6821309112			\$20.45				
FRONT LINE					9/29/2008		\$21.30				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$21.30	\$1.80	\$19.50	1	
	5715	1513275	MOLSON CANADIAN 24/12 OZ 2/12NR	6821303117			\$20.45				
NEW PROMO					9/29/2008	1/3/2009	\$20.45	\$1.80	\$18.65	1	
	5075	1010406	FOSTER PREMIUM ALE 12/25.4 Z CN	7089718331			\$19.50				
	5073	1008406	FOSTERS 12/25.4 OZ OIL CAN	7089701331			\$19.50				
NEW PROMO					9/29/2008	11/1/2008	\$19.50	\$2.80	\$16.70	1	WAS CALLED SPECIAL BITTER - NAME CHANGE
	5012	1008283	FOSTER 24/12 OZ 4/6 LNNR	7089701123			\$22.10				
FRONT LINE					9/29/2008		\$22.50				NEW FRONT LINE PRICE 9/29/08
	2242		AGULIA 24/12OZ 4/6PK NR	9754913286			\$25.55				
	2142	1004283	CRISTAL 24/12OZ 4/6PK NR	889600495			\$25.55				
	2041	1005281	CUSQUENA 24/11.2OZ 4/6 NR	83561700050			\$25.55				
	16922	1501228	BLUE MOON WHITE 12/22OZ NR	7199009513			\$25.00				



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	16924	1501275	BLUE MOON 24/12OZ 2/12 NR	7199009516			\$23.75				
	18449	1505275	BLUE MOON SUMMER SEASONAL 24/12OZ 2/12 NR	7199009536			\$23.75				
	1520275	1520275	BLUE MOON VARIETY 24/12OZ 2/12PK NR	7199009556			\$23.75				
	3843	1026275	LEINE EXPLORER 24/12OZ 2/12PK NR	3410078574			\$25.40				
FRONT LINE					9/29/2008		\$27.10				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$27.10	\$2.71	\$24.39	5	MIX & MATCH
	1520253	1520253	BLUE MOON VARIETY 24/12OZ LOOSE LNNR	7199009555			\$23.75				
	16948	1501283	BLUE MOON WHITE 24/12 OZ 4/6 LN	7199009511			\$25.55				
	18447	1502283	BLUE MOON FALL SEASONAL 24/12 4/6LN	7199009532			\$25.55				
	18445	1503283	BLUE MOON SPRING SEASONAL 24/12 4/6LN	7199009532			\$25.55				
	18446	1505283	BLUE MOON SUMMER SEASONAL 24/12 4/6LN	7199009532			\$25.55				
	18448	1506283	BLUE MOON WINTER SEASONAL 24/12 4/6LN	7199009532			\$25.55				
	3942	1022283	LEIN BERRY WEISS 24/12OZ 6PKS	3410025505			\$25.55				
	3742	1027283	LEIN HONEY WEISS 24/12 OZ 6PKS	3410048505			\$25.55				
	3842	1037283	LEIN SUMMER SHANDY 24/12OZ 4/6PK LNNR	3410072805			\$25.55				
	3642		LEINEKENUGL RED 24/12 4/6 NR	3410059505			\$25.55				
	3242	1038283	LEINEN SUNST WHT 24/12 4/6LN	3410049805			\$25.55				
FRONT LINE					9/29/2008		\$27.85				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$27.85	\$1.95	\$25.90	5	MIX & MATCH
	20448	1070283	PERONI 24/12 OZ 4/6 NR	18195400002			\$27.15				
	8910	1071283	PILS URQUELL 24/12 OZ 4/6 NR	7231163001			\$27.15				
FRONT LINE					9/29/2008		\$27.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	11/15/2008	\$27.80	\$4.00	\$23.80	1	
NEW PROMO					12/1/2008	1/3/2009	\$27.80	\$4.00	\$23.80	1	
	20443	1070275	PERONI 24/12OZ 2/12 LNNR	18195400004			\$27.15				
	8925	1071275	PILS URQUELL 24/12 OZ 212 NR	7231113312			\$27.15				
NEW PROMO					9/29/2008	10/18/2008	\$27.15	\$3.35	\$23.80	1	
NEW PROMO					11/3/2008	12/13/2008	\$27.15	\$3.35	\$23.80	1	

D.G YUENGLING & SONS

	52848	2502283	YUENGLING LGR 24/12 OZ 4/6 LNN	8992427891			\$17.80				
	53048	2500283	YUENGLING B&T 24/12 OZ 4/6 NR	8992495432			\$17.80				
	52748	2504283	YUENGLING LT LAGER 4/6 LNNR	8992420111			\$17.80				
FRONT LINE					9/29/2008		\$18.50				NEW FRONT LINE PRICE 9/29/08
FRONT LINE	52548	2505283	YUENG PORTER 24/12 OZ 4/6 LN	8992431983			\$19.25				
FRONT LINE					9/29/2008		\$19.55				NEW FRONT LINE PRICE 9/29/08
	52806	2502428	YUENGLING 24/12 OZ 2/12 CAN	8992427898			\$17.35				
	53024	2500275	YUENGLING B&T 24/12 OZ 2/12 LN	8992429386			\$17.35				
	52824	2502275	YUENGLING LGR 24/12 OZ 2/12 LN	8992427896			\$17.35				
	52724	2504275	YUENGLING LT LAGER 2/12 LNNR	8992423040			\$17.35				
FRONT LINE					9/29/2008		\$17.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					10/6/2008	11/1/2008	\$17.80	\$0.45	\$17.35	1	
NEW PROMO					11/17/2008	1/3/2009	\$17.80	\$0.45	\$17.35	1	
	52819	2502253	YUENGLING LAGER 24/12 OZ LN	8992441003			\$17.35				
	52809	2502417	YUENGLING LGR 24/12 OZ CANS	8992488007			\$17.35				
FRONT LINE					9/29/2008		\$17.80				NEW FRONT LINE PRICE 9/29/08
NEW PROMO					9/29/2008	1/3/2009	\$17.80	\$1.25	\$16.55	3	MIX & MATCH
NEW PROMO					9/29/2008	1/3/2009	\$17.80	\$1.25	\$15.75	120	MIX & MATCH



OFF PREMISE FRONT LINES, PROMOTIONS, AND QUANTITY DISCOUNTS

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NEW FRONT LINES FOR MILLER/COORS/YUENGLING AS OF 09/29/08 - NEW GUINNESS FRONT LINES AS OF 10/06/08

CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
GUINNESS DIAGEO											
	9412	2310283	KALIBER 24/12 OZ 4/6 NR	8382072553			\$19.45				
	8315	2324275	RED STRIPE 24/12 OZ 2/12 NR	8382013894			\$22.95				
END DATE					4/28/2008	1/3/2009	\$22.95	\$4.30	\$18.65	72	PRIOR END DATE 09/27/08
NEW PROMO					9/29/2008	11/8/2008	\$22.95	\$2.60	\$20.35	5	
NEW PROMO					12/1/2008	1/3/2009	\$22.95	\$2.60	\$20.35	5	
	8312	2324283	RED STRIPE 24/12 OZ 4/6 NR	8382056793			\$24.50				
FRONT LINE					10/4/2008		\$26.15				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					11/3/2008	11/29/2008	\$26.15	\$1.55	\$24.60	1	
	8311	2324229	RED STRIPE 12/24 OZ BOTTLES	8382056796			\$24.00				
FRONT LINE					10/4/2008		\$24.95				NEW FRONT LINE AS OF 10/04/08
	9212	2308283	HARP 24/12 OZ 4/6 NR	8382023473			\$24.50				
FRONT LINE					10/4/2008		\$26.15				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					11/3/2008	11/29/2008	\$26.15	\$1.55	\$24.60	1	
	9120	2306228	GUINNESS 12/22OZ NR	8382023480			\$25.20				
	9112	2306283	GUINNESS STOUT 24/12 OZ 4/6 NR	8382012393			\$27.80				
FRONT LINE					10/4/2008		\$29.45				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					11/3/2008	1/3/2009	\$29.45	\$1.55	\$27.90	1	
	8712	2303281	GUINN DRAFT IN BOTT 4/6 NR	8382010401			\$27.80				
FRONT LINE					10/4/2008		\$29.45				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					10/20/2008	1/3/2009	\$29.45	\$1.55	\$27.90	1	
	72212	2352283	SMITHWICK'S 24/12OZ 4/6 NR	8382007152			\$27.80				
NEW PROMO					11/3/2008	11/29/2008	\$27.80	\$1.55	\$26.25	1	NO CHANGE IN PRICING
	8715	2303273	GUINN DRAFT IN BOTT 2/12 NR	8382010403			\$24.50				
FRONT LINE					10/4/2008		\$26.20				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					10/4/2008	11/1/2008	\$26.20	\$1.55	\$24.65	1	
NEW PROMO					12/1/2008	1/3/2009	\$26.20	\$1.55	\$24.65	1	
	8714	2303438	GUINNESS 24/14.9 OZ 6/4 PUB CN	8382012360			\$36.85				
	8716	2307439	GUINNESS SURGER 24/14.9 OZ PUB CN	8382012385			\$36.85				
FRONT LINE					10/4/2008		\$39.30				NEW FRONT LINE AS OF 10/04/08
NEW PROMO					10/4/2008	11/1/2008	\$39.30	\$2.45	\$36.85	1	
	23413	2314229	PARROT BAY MOJITO 12/24OZ NR	8200074121			\$24.00				
	19811	2333229	SMIR TWST GRN APP 12/24 OZ NR	8200072902			\$24.00				
	42711	2350229	SMIRN GRAPE 12/24 OZ BOTTLES	8200073410			\$24.00				
	15711	2335229	SMIRN ICE 12/24 OZ NR	8200072570			\$24.00				
	2345229	2345229	SMIRN STRAWBERRY 12/24OZ NR				\$24.00				
FRONT LINE					9/29/2008		\$24.95				NEW FRONT LINE AS OF 10/04/08
	23412	2314281	PARROT BAY MOJITO 24/11.2 4/6PK LN	8200074118			\$25.55				
	23212	2317281	PARROT BAY SUNSET 24/11.2 4/6	8700050785			\$25.55				
	23312	2319281	PARROT BAY WAVERN 24/11.2 4/6	8700050788			\$25.55				
	23612	2316281	PB PINEAPPLE COLADA 4/6NR	8200073593			\$25.55				
	16042	2342281	SMIR POMEGRANATE 4/6 NR	8200073681			\$25.55				
	42242	2322281	SMIR RAW LEMON TEA 4/6NR	8200073390			\$25.55				
	42849	2326281	SMIRN ARCTIC BERRY 24/11.2 4/6	8200073541			\$25.55				
	15742	2335281	SMIRN ICE 24/11.2 OZ 4/6 NR	8200072385			\$25.55				
	15714	2337281	SMIRN ICE LIGHT 24/11.2OZ 4/6NR	8200074009			\$25.55				



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NEW FRONT LINES FOR MILLER/COORS/YUENGLING AS OF 09/29/08 - NEW GUINNESS FRONT LINES AS OF 10/06/08

CHANGES	ITEM #	NEW ITEM # AS OF 09/15/08	BRAND/PKG	UPC #	START DATE	END DATE	OFF FRONT LINE PRICE	DISCOUNT	PROMO PRICE	QUANTITY	NOTES
	15716	2345281	SMIRN STRWBERRY ACAI 24/11.2OZ 4/6NR	8200074001			\$25.55				
	18942	2347281	SMIRN TRIPLE BLACK 4/6 LNNR	8200072608			\$25.55				
	42742	2350281	SMIRN TWIST GRAPE 4/6 LNNR	8200073214			\$25.55				
	19842	2333281	SMIRN TWST GREEN APPLE 4/6 NR	8200072751			\$25.55				
	19742	2343281	SMIRN TWST RASPBERRY 4/6 NR	8200072754			\$25.55				
NEW PROMO					11/17/2008	1/3/2009	\$25.55	\$2.65	\$22.90	10	MIX & MATCH
NEW PROMO					11/17/2008	1/3/2009	\$25.55	\$0.80	\$24.75	1	
	19443	2341273	SMIRN TWIST VARIETY 2/12 NR	8200072908			\$23.75				
FRONT LINE					9/29/2008		\$25.45				NEW FRONT LINE AS OF 9/29/08
NEW PROMO					11/17/2008	1/3/2009	\$25.45	\$4.20	\$21.25	1	
	15719	2335253	SMIRN ICE 24/12OZ LOOSE				\$24.50				
END DATE					10/4/2007	1/3/2009	\$24.50	\$5.70	\$18.80	72	PRIOR END DATE 09/27/08
	19420	2330251	SMIRN CLUB PACK 24/11.2OZ NR	8200073111			\$20.13				
	23543	2315273	PB PARTY PACK 24/11.2 2/12NR	8200073432			\$26.10				