

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

DBPR Form AB&T
4000A-032E
Rev. 5/04

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

Distributor J. J. Taylor Distributing Florida, Inc. – Tampa Sales Center Date 08/12/11

Location Address 5102 South 16th Avenue License No. JDBW 39-00357 KLD _____

City Tampa, FL 33619 Beginning Date 10/03/11

Notice No. 2011 - 29 Page 1 of 1 Ending Date Indefinite

Counties Where Price is in Effect: Hillsborough, Pasco, Pinellas, Sarasota, Manatee

OFF PREMISE - REPLACES POSTING #2011-23

| <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 attached for updated front line and promotional price increase on MillerCoors, Yuengling, Pabst and Heineken USA. Changes since prior version highlighted in Red. | | | | |
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| | | | | |
| <i>Credit customers add \$0.30 per case and \$1.00 per keg</i> | | | | |

Shannon Keen
Authorized Representative

Director, Pricing Administration
Title

4TH QUARTER OFF PREMISE FRONT LINES AND PROMOTIONS - PLEASE NOTE PRICE INCREASE ON MILLERCOORS, PABST AND YUENGLING AS OF 10/03/11

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--------|--------|---------|------------|------------|----------|------------|------|-------------|-----|-------|------------------|
|--------|--------|---------|------------|------------|----------|------------|------|-------------|-----|-------|------------------|

Domestic Brewers

MillerCoors Brewing Company

Below Premiums

Single Serves

(16oz, 24oz, 32oz packages)

| | | | | | | | | | | | |
|----------------|---------|-------------------------|-------------|-----------|------------|---------|---------|---------|---|-----------------------------------|-----------------------------|
| FRONT LINE CHG | 1510441 | Keystone Ice 6/4/16 C | 71990477202 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1511441 | Keystone Lt 6/4/16 C | 71990480325 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1061441 | Mil Best 6/4/16 C | 34100001681 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1063441 | Mil Best Ice 6/4/16 C | 34100001629 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1064441 | Mil Best Lt 6/4/16 C | 34100001636 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1012441 | High Life 6/4/16 C | 34100001520 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| FRONT LINE CHG | 1015441 | Icehouse 6/4/16 C | 34100001605 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$15.05 | \$0.55 | \$14.50 | 7 | M&M W/OLD MIL 16OZ CANS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$16.40 | \$0.55 | \$15.85 | 5 | New deal due to price increase | m&m w/ old mil & pabst 16oz |
| FRONT LINE CHG | 1084441 | Steel Reserve 6/4/16 C | 78250004642 | 10/3/2011 | | \$14.25 | \$15.85 | | | | |
| FRONT LINE CHG | 1069441 | Olde English 6/4/16 C | 34100006242 | 10/3/2011 | | \$14.25 | \$15.85 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$14.25 | \$0.30 | \$13.95 | 7 | MIX & MATCH | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$15.85 | \$1.00 | \$14.85 | 5 | New deal due to price increase | MIX & MATCH |
| END DATE CHG | 1015361 | Icehouse 1/15/18oz B | 3410000633 | | NOW | \$12.55 | \$1.00 | \$11.55 | 1 | | PRIOR END DATE 08/27/11 |
| FRONT LINE CHG | 1084403 | Steel Reserve 1/12/24 C | 78250003287 | 10/3/2011 | | \$14.18 | \$15.12 | | | | |
| FRONT LINE CHG | 1015403 | Icehouse 1/12/24 C | 34100008802 | 10/3/2011 | | \$14.18 | \$15.12 | | | | |
| END DATE CHG | | | | 1/31/2011 | 10/1/2011 | \$14.18 | \$3.38 | \$10.80 | 1 | TREASURE COAST SALES CENTER ONLY! | PRIOR END DATE 08/27/11 |
| FRONT LINE CHG | 1510403 | Keystone Ice 1/12/24 C | 71990477127 | 10/3/2011 | | \$14.25 | \$15.12 | | | | |
| FRONT LINE CHG | 1511403 | Keystone Lt 1/12/24 C | 71990480240 | 10/3/2011 | | \$14.25 | \$15.12 | | | | |
| END DATE CHG | | | | | NOW | \$14.25 | \$1.75 | \$12.50 | 1 | | PRIOR END DATE 08/27/11 |
| | | | | 10/3/2011 | 12/31/2011 | \$15.12 | \$2.62 | \$12.50 | 1 | MATCHES GENNY 24OZ | |
| FRONT LINE CHG | 1046233 | Magnum 1/12/32 B | 34100001636 | 10/3/2011 | | \$15.05 | \$16.20 | | | | |
| FRONT LINE CHG | 1012233 | High Life 1/12/32 B | 34100000318 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 1056233 | Mickeys Malt 1/12/32 B | 34100001834 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 1061233 | Mil Best 1/12/32 B | 34100001810 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 1069408 | Olde English 1/12/32 B | 34100006167 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 1015233 | Icehouse 1/12/32 B | 34100008918 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$16.75 | \$1.00 | \$15.75 | 7 | MIX & MATCH | PRIOR END DATE 08/27/11 |

Multi Packs

(4/6pks, 12pks, 18pks, 24pks)

| | | | | | | | | | | | |
|----------------|---------|-------------------------|-------------|-----------|-----------|---------|---------|---------|---|--|-------------------------|
| FRONT LINE CHG | 1012283 | High Life 4/6/12 B | 34100015053 | 10/3/2011 | | \$14.65 | \$15.25 | | | | |
| FRONT LINE CHG | 1015283 | Icehouse 4/6/12 B | 34100625054 | 10/3/2011 | | \$14.65 | \$15.25 | | | | |
| | 1056283 | Mickeys Malt 4/6/12 B | 34100778354 | | | \$18.00 | | | | | |
| END DATE CHG | 1084428 | Steel Reserve 2/12/12 C | 78250003829 | | 8/30/2010 | \$13.30 | \$0.65 | \$12.65 | 1 | No Change to Front Line - No Promo Pricing as of 10/03/11 this deal will end as of 10/01/11 | PRIOR END DATE 08/27/11 |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|---|---------|------------------------|-------------|----------------------|------------|------------|---------|-------------|-----|--------------------------------------|-------------------------|
| FRONT LINE CHG | 1511428 | Keystone Lt 2/12/12 C | 71990480042 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1061428 | Mil Best 2/12/12 C | 34100316020 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1063428 | Mil Best Ice 2/12/12 C | 34100306021 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1064428 | Mil Best Lt 2/12/12 C | 34100076023 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1012275 | High Life 2/12/12 B | 34100015091 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1012428 | High Life 2/12/12 C | 34100016364 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1014275 | High Life Lt 2/12/12 B | 34100035099 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1015275 | Icehouse 2/12/12 B | 34100625092 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1073275 | Red Dog 2/12/12 B | 34100675097 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 1079275 | South Paw 2/12/12 B | 34100935092 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$14.38 | \$0.96 | \$13.42 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.95 | \$0.80 | \$14.15 | 1 | New deal due to price increase | |
| FRONT LINE CHG | 1012410 | High Life 1/18/12 C | 34100013400 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| FRONT LINE CHG | 1012242 | High Life 1/18/12 B | 34100012564 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| FRONT LINE CHG | 1014410 | High Life Lt 1/18/12 C | 34100013408 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| FRONT LINE CHG | 1511410 | Keystone Lt 1/18/12 C | 71990480165 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| FRONT LINE CHG | 1015410 | Icehouse 1/18/12 C | 34100623401 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| END DATE CHG | | | | 9/6/2010 | 10/1/2011 | \$10.75 | \$0.95 | \$9.80 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$11.40 | \$0.95 | \$10.45 | 1 | New deal due to price increase | |
| FRONT LINE CHG | 1511417 | Keystone Lt 1/24/12 C | 71990480066 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| FRONT LINE CHG | 1061417 | Mil Best 1/24/12 C | 34100313067 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| FRONT LINE CHG | 1063417 | Mil Best Ice 1/24/12 C | 34100303068 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| FRONT LINE CHG | 1064417 | Mil Best Lt 1/24/12 C | 34100073060 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| FRONT LINE CHG | 1012417 | High Life 1/24/12 C | 34100013066 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| FRONT LINE CHG | 1014417 | High Life Lt 1/24/12 C | 34100033064 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$13.80 | \$0.50 | \$13.30 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 1/24/2011 | 10/1/2011 | \$13.80 | \$0.75 | \$13.05 | 80 | MIX & MATCH | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 3/28/2011 | 10/1/2011 | \$13.80 | \$0.90 | \$12.90 | 15 | MIX & MATCH - TREASURE COAST ONLY! | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.50 | \$0.50 | \$14.00 | 42+ | MIX AND MATCH W/ OLD MILW 24PK CANS | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.50 | \$0.75 | \$13.75 | 84+ | MIX AND MATCH W/ OLD MILW 24PK CANS | |
| | 1012253 | High Life 1/24/12 B | 34100012434 | Temporary In-and-Out | | \$13.80 | | | | In and Out Item | |
| END DATE CHG | | | | 5/30/2011 | 10/1/2011 | \$13.80 | \$2.00 | \$11.80 | 64 | STAND ALONE QD | PRIOR END DATE 07/30/11 |
| Premiums | | | | | | | | | | | |
| Single Serves (8oz, 16oz, 24oz, 32oz packages) | | | | | | | | | | | |
| FRONT LINE CHG | 1508436 | Coors Lt 4/6/8 C | 87800000409 | 10/3/2011 | | \$10.15 | \$12.00 | | | | |
| END DATE CHG | | | | 10/11/2010 | 10/1/2011 | \$10.15 | \$0.80 | \$9.35 | 21 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$12.00 | \$1.25 | \$10.75 | 10+ | | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$12.00 | \$2.05 | \$9.95 | 25+ | | |
| FRONT LINE CHG | 1508441 | Coors Lt 6/4/16 C | 71990302023 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| FRONT LINE CHG | 1508296 | Coors Lt 6/4/16 B | 71990300258 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| FRONT LINE CHG | 1040441 | Lite 6/4/16 C | 34100001582 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$21.15 | \$1.00 | \$20.15 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 11/1/2011 | 10/1/2011 | \$21.15 | \$2.15 | \$19.00 | 5 | MIX&MATCH W/YUENG 16OZ CANS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$22.05 | \$2.15 | \$19.90 | 5 | MIX & MATCH WITH YUENGLING 16OZ CANS | |
| FRONT LINE CHG | 1508288 | Coors Lt 4/6/16 B PL | 71990300975 | 10/3/2011 | | \$23.85 | \$24.75 | | | | |
| FRONT LINE CHG | 1015288 | Icehouse 4/6/16 B PL | 34100625702 | 10/3/2011 | | \$23.85 | \$24.75 | | | | |
| FRONT LINE CHG | 1040288 | Lite 4/6/16 B PL | 34100575700 | 10/3/2011 | | \$23.85 | \$24.75 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$23.85 | \$2.75 | \$21.10 | 3 | MIX & MATCH | PRIOR END DATE 08/27/11 |

*J J Taylor Distributing
Florida, Inc.*

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|----------------|---------|--------------------|-------------|------------|----------|------------|---------|-------------|-----|-------|------------------|
| FRONT LINE CHG | 1508403 | Coors Lt 1/12/24 C | 71990300654 | 10/3/2011 | | \$17.95 | \$18.65 | | | | |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--|---------|----------------------------|-------------|------------|------------|------------|---------|-------------|-----|--|-------------------------|
| FRONT LINE CHG | 1040403 | Lite 1/12/24 C | 3410003555 | 10/3/2011 | | \$17.95 | \$18.65 | \$1.55 | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$17.95 | \$1.25 | \$16.70 | 3 | MIX & MATCH | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$18.65 | \$1.35 | \$17.30 | 1 | New deal due to price increase | |
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| FRONT LINE CHG | 1507283 | Coors Banquet 4/6/12 B | 7199010063 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1508283 | Coors Lt 4/6/12 B | 7199030050 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1508434 | Coors Lt 4/6/12 C | 7199000080 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1040283 | Lite 4/6/12 B | 34100575052 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1040434 | Lite 4/6/12 C | 3410003548 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1047283 | MGD 4/6/12 B | 34100175054 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1049283 | MGDL 64 4/6/12 B | 34100155056 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 1040316 | Lite 2/9/16 B Aluminum | 34100570231 | | | \$19.20 | \$19.90 | | | | |
| FRONT LINE CHG | 1508316 | Coors Lt 2/9/16 Aluminum | 71990301040 | | | \$19.20 | \$19.90 | | | | |
| END DATE CHG | | | | 1/3/2011 | 10/1/2011 | \$19.20 | \$2.25 | \$16.95 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.90 | \$1.40 | \$18.50 | 1 | Change to Promo Pricing Only | |
| FRONT LINE CHG | 1507428 | Coors Banquet 2/12/12 C | 71990000479 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1508275 | Coors Lt 2/12/12 B | 71990300692 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1508428 | Coors Lt 2/12/12 C | 71990000486 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1040275 | Lite 2/12/12 B | 34100575090 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1040428 | Lite 2/12/12 C | 34100576363 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1047275 | MGD 2/12/12 B | 34100175092 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1047428 | MGD 2/12/12 C | 34100176365 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1049275 | MGDL 64 2/12/12 B | 34100155094 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1049428 | MGDL 64 2/12/12 C | 34100156367 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 1122275 | MGDL 64 Lemonade 2/12/12 B | 34100748098 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| END DATE CHG | | | | 9/6/2010 | 10/1/2011 | \$18.50 | \$0.70 | \$17.80 | 7 | MIX AND MATCH | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$0.70 | \$18.50 | 7 | New deal due to price increase | MIX AND MATCH |
| FRONT LINE CHG | 1507242 | Coors Banquet 1/18/12 B | 71990100780 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1507410 | Coors Banquet 1/18/12 C | 71990100209 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1508242 | Coors Lt 1/18/12 B | 71990300784 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1508410 | Coors Lt 1/18/12 C | 71990300173 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1040242 | Lite 1/18/12 B | 34100572563 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1040410 | Lite 1/18/12 C | 34100573409 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1047242 | MGD 1/18/12 B | 34100172565 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1047410 | MGD 1/18/12 C | 34100173401 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1049242 | MGDL 64 1/18/12 B | 34100152567 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| FRONT LINE CHG | 1049410 | MGDL 64 1/18/12 C | 34100153403 | 10/3/2011 | | \$13.95 | \$14.40 | | | | |
| END DATE CHG | | | | 9/27/2010 | 10/1/2011 | \$13.95 | \$0.75 | \$13.20 | 10 | MIX & MATCH | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 8/22/2011 | 9/10/2011 | \$13.95 | \$1.20 | \$12.75 | 25 | MIX & MATCH | ALL COUNTIES |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.40 | \$0.75 | \$13.65 | 10 | New deal due to price increase | MIX AND MATCH |
| FRONT LINE CHG | 1508255 | Coors Lt 1/24/12 B HG | 71990300791 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1508256 | Coors Lt 1/24/12 B On | 71990000004 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1508417 | Coors Lt 1/24/12 C | 71990316006 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1040255 | Lite 1/24/12 B HG | 34100572433 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1040256 | Lite 1/24/12 B On | 34100572150 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1040417 | Lite 1/24/12 C | 34100573065 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1047417 | MGD 1/24/12 C | 34100173067 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 1049417 | MGDL 64 1/24/12 C | 34100153069 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| END DATE CHG | | | | 9/13/2010 | 10/1/2011 | \$18.60 | \$1.25 | \$17.35 | 7 | MIX&MATCH W/YUENG 24PKS | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 9/13/2010 | 10/1/2011 | \$18.60 | \$2.05 | \$16.55 | 63 | MIX&MATCH W/YUENG 24PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 8/22/2011 | 8/30/2011 | \$18.60 | \$2.05 | \$16.55 | 30 | MIX&MATCH W/YUENG 24PKS - CHANGED TO 30+ TEMPORARILY | |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--|---------|---------------------------------|--------------|------------|------------|------------|---------|-------------|-----|----------------------------------|-----------------------------|
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$1.05 | \$18.15 | 7 | New deal due to price increase | MIX AND MATCH MILLERCOORS O |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$1.85 | \$17.35 | 30 | New deal due to price increase | MIX AND MATCH MILLERCOORS O |
| Above Premiums | | | | | | | | | | | |
| Single Serves (8oz, 16oz, 24oz, 32oz packages) | | | | | | | | | | | |
| | 1105317 | Grosch 6/4/15.2 B | 83741503146 | | | \$44.25 | | | | | |
| END DATE CHG | | | | 11/30/2009 | 12/31/2011 | \$44.25 | \$8.30 | \$35.95 | 1 | | PRIOR END DATE 08/27/11 |
| | 1080441 | Sparks 6/4/16 C | 78250004758 | | | \$31.00 | | | | | |
| | 1118441 | Sparks Blackberry UV 6/4/16 C | 78250005090 | | | \$31.00 | | | | | |
| | 1119441 | Sparks Lemonade 6/4/16 C | 78250005038 | | | \$31.00 | | | | | |
| | 1082441 | Sparks Light 6/4/16 C | 78250004772 | | | \$31.00 | | | | | |
| END DATE CHG | | | | 2/1/2010 | 12/31/2011 | \$31.00 | \$5.50 | \$25.50 | 3 | M&M W/ALL SPARKS 16OZ CANS | PRIOR END DATE 08/27/11 |
| | 1008406 | Fosters 1/12/25.4 C | 70897013315 | | | \$19.50 | | | | | |
| | 1010406 | Fosters Premium Ale 1/12/25.4 C | 70897183315 | | | \$19.50 | | | | | |
| END DATE CHG | | | | 9/28/2009 | 10/1/2011 | \$19.50 | \$2.80 | \$16.70 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.50 | \$1.35 | \$18.15 | 1 | New deal due to price increase | MIX AND MATCH |
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| FRONT LINE CHG | 1509283 | Coors N/A 4/6/12 B | 71990770051 | 10/3/2011 | | \$16.35 | \$16.80 | | | | |
| FRONT LINE CHG | 1074428 | Sharps 2/12/12 C | 34100106027 | 10/3/2011 | | \$16.35 | \$16.80 | | | | |
| FRONT LINE CHG | 1512283 | Killian 4/6/12 B | 71990700027 | 10/3/2011 | | \$20.15 | \$22.50 | | | Lines up with Fosters - No Promo | |
| END DATE CHG | | | | 10/20/2008 | 10/1/2011 | \$20.15 | \$0.60 | \$19.55 | 1 | No Promo after 10/01/11 | PRIOR END DATE 08/27/11 |
| | 1058283 | Miller Chill 4/6/12 B | 34100348052 | | | \$20.75 | | | | | |
| END DATE CHG | | | | 3/29/2010 | 12/31/2011 | \$20.75 | \$4.95 | \$15.80 | 1 | | PRIOR END DATE 08/27/11 |
| FRONT LINE CHG | 1513283 | Molson Canadian 4/6/12 B | 68213031129 | 10/3/2011 | | \$21.30 | \$22.50 | | | Lines up with Fosters - No Promo | |
| FRONT LINE CHG | 1514283 | Molson Golden 4/6/12 B | 68213021120 | 10/3/2011 | | \$21.30 | \$22.50 | | | Lines up with Fosters - No Promo | |
| FRONT LINE CHG | 1515283 | Molson Ice 4/6/12 B | 68213091123 | 10/3/2011 | | \$21.30 | \$22.50 | | | Lines up with Fosters - No Promo | |
| END DATE CHG | | | | 9/28/2009 | 10/1/2011 | \$21.30 | \$0.95 | \$20.35 | 1 | No Promo after 10/01/11 | PRIOR END DATE 08/27/11 |
| | 1008283 | Fosters 4/6/12 B | 70897011236 | | | \$22.50 | | | | | |
| FRONT LINE CHG | 1105283 | Grosch 4/6/12 B | 83741000058 | 10/3/2011 | | \$25.55 | \$27.15 | | | | |
| | 1000281 | Aguila 4/6/11.2 B | 97549132866 | | | \$26.50 | | | | | |
| END DATE CHG | | | | 9/20/2010 | 12/31/2011 | \$26.50 | \$4.55 | \$21.95 | 14 | STAND ALONE QD | PRIOR END DATE 08/27/11 |
| | 1005281 | Cusquena 4/6/11.2 B | 835617000507 | | | \$26.50 | | | | | |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|----------------|---------|------------------------------------|--------------|------------|------------|------------|---------|-------------|-----|--|-------------------------|
| | 114283 | Lein 1888 Bock 4/6/12 B | 34100728052 | | | \$27.85 | | | | | |
| | 1022283 | Lein Berry 4/6/12 B | 34100255053 | | | \$27.85 | | | | | |
| | 116283 | Lein Classic Amber 4/6/12 B | 34100478056 | | | \$27.85 | | | | | |
| | 110283 | Lein Fireside Nut Brown 4/6/12 B | 34100728052 | | | \$27.85 | | | | | |
| | 1032283 | Lein Okt 4/6/12 B | 34100728052 | | | \$27.85 | | | | | |
| | 1037283 | Lein Sum Shandy 4/6/12 B | 34100728052 | | | \$27.85 | | | | | |
| | 1038283 | Lein Sunset 4/6/12 B | 34100498054 | | | \$27.85 | | | | | |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | \$27.85 | \$5.45 | \$22.40 | 1 | NEW PROMO PRICE | PRIOR END DATE 08/27/11 |
| | | | | 7/11/2011 | 10/1/2011 | \$27.85 | \$7.35 | \$20.50 | 28 | MIX AND MATCH ALL LEINE FAMILY 6PKS | |
| | 1501283 | Blue Moon 4/6/12 B | 71990095116 | | | \$28.75 | | | | | |
| | 1502283 | Blue Moon Fall Ssl 4/6/12 B | 71990095321 | | | \$28.75 | | | | | |
| | 1503283 | Blue Moon Spring Ssl 4/6/12 B | 71990095321 | | | \$28.75 | | | | | |
| | 1505283 | Blue Moon Summer Ssl 4/6/12 B | 71990095321 | | | \$28.75 | | | | | |
| | 1506283 | Blue Moon Winter Ssl 4/6/12 B | 71990095321 | | | \$28.75 | | | | | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$28.75 | \$3.25 | \$25.50 | 1 | | |
| | 1070283 | Peroni 4/6/12 B | 181954000022 | | | \$28.75 | | | | | |
| | 1071283 | Pilsner Urquell 4/6/12 B | 72311630016 | | | \$28.75 | | | | | |
| END DATE CHG | | | | 5/2/2011 | 12/31/2011 | \$28.75 | \$4.25 | \$24.50 | 1 | | PRIOR END DATE 08/27/11 |
| FRONT LINE CHG | 1512275 | Killian 2/12/12 B | 71990764005 | 10/3/2011 | | \$20.15 | \$21.20 | | | | |
| FRONT LINE CHG | 1008275 | Fosters 2/12/12 B | 70897011250 | 10/3/2011 | | \$20.15 | \$21.20 | | | | |
| FRONT LINE CHG | 1008428 | Fosters 2/12/12 C | 70897013254 | 10/3/2011 | | \$20.15 | \$21.20 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$20.15 | \$1.60 | \$18.55 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 1/31/2011 | 10/1/2011 | \$20.15 | \$3.20 | \$16.95 | 56 | MIX & MATCH KILLIANS AND FOSTERS 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$21.20 | \$2.70 | \$18.50 | 1 | MIX & MATCH KILLIANS AND FOSTERS 12PKS | |
| FRONT LINE CHG | 1105275 | Grolsch 2/12/12 B | 83741100123 | 10/3/2011 | | \$25.40 | \$27.15 | | | | |
| END DATE CHG | | | | 11/30/2009 | 10/1/2011 | \$25.40 | \$4.10 | \$21.30 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 1/3/2011 | 10/1/2011 | \$25.40 | \$5.40 | \$20.00 | 56 | M&M GROLSCH, PILSNER,PERONI 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$27.15 | \$3.15 | \$24.00 | 1 | | |
| | 1501428 | Blue Moon 2/12/12 Can | 71990095062 | | | \$27.10 | | | | | |
| | 1501275 | Blue Moon 2/12/12 B | 71990095161 | | | \$27.10 | | | | | |
| | 1502275 | Blue Moon Fall Ssl 2/12/12 B | 71990095369 | | | \$27.10 | | | | | |
| | 1530275 | Blue Moon Fall Variety 2/12/12 B | 71990095543 | | | \$27.10 | | | | | |
| | 1503275 | Blue Moon Spring Ssl 2/12/12 B | 71990095369 | | | \$27.10 | | | | | |
| | 1531275 | Blue Moon Spring Variety 2/12/12 B | 71990095543 | | | \$27.10 | | | | | |
| | 1505275 | Blue Moon Summer Ssl 2/12/12 B | 71990095369 | | | \$27.10 | | | | | |
| | 1529275 | Blue Moon Summer Variety 2/12/12 B | 71990095543 | | | \$27.10 | | | | | |
| | 1520275 | Blue Moon Variety 2/12/12 B | 71990095543 | | | \$27.10 | | | | | |
| | 1506275 | Blue Moon Winter Ssl 2/12/12 B | 71990095369 | | | \$27.10 | | | | | |
| | 1026275 | Lein Explorer 2/12/12 B | 34100785741 | | | \$27.10 | | | | | |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | \$27.10 | \$3.32 | \$23.78 | 1 | | PRIOR END DATE 08/27/11 |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--------------|---------|-------------------------------|--------------|------------|------------|------------|--------|-------------|-----|--|-------------------------|
| | 1070275 | Peroni 2/12/12 B | 181954000046 | | | \$27.15 | | | | | |
| END DATE CHG | | | | 11/1/2010 | 10/1/2011 | \$27.15 | \$3.37 | \$23.78 | 72 | STAND ALONE QD - FT MYERS SALES CENTER | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 1/3/2011 | 10/1/2011 | \$27.15 | \$7.15 | \$20.00 | 56 | M&M GROLSCH, PILSNER.PERONI 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$27.15 | \$3.15 | \$24.00 | 1 | | |
| | 1071275 | Pilsner Urquell 2/12/12 B | 7231133128 | | | \$27.15 | | | | | |
| END DATE CHG | | | | 1/3/2011 | 10/1/2011 | \$27.15 | \$7.15 | \$20.00 | 56 | M&M GROLSCH, PILSNER.PERONI 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$27.15 | \$3.15 | \$24.00 | 1 | | |
| | 1006242 | Euro Import Sampler 1/18/12 B | 34100410186 | | | \$20.23 | | | | | |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | \$20.23 | \$2.68 | \$17.55 | 1 | | PRIOR END DATE 08/27/11 |
| | 1026253 | Lein Explorer 1/24/12 B | 34100782153 | | | \$21.35 | | | | CLUB PACKAGE | |
| | 1520253 | Blue Moon Variety 1/24/12 B | 71990095550 | | | \$23.75 | | | | CLUB PACKAGE | |
| END DATE CHG | | | | 10/4/2010 | 12/31/2011 | \$22.95 | \$1.35 | \$21.60 | 1 | | PRIOR END DATE 08/27/11 |

Yuengling Brewery

Premiums

Single Serves

(16oz, 24oz, 32oz packages)

| | | | | | | | | | | | |
|----------------|---------|-------------------------------|-------------|-----------|------------|---------|---------|---------|---|--|-------------------------|
| FRONT LINE CHG | 2502441 | Yuengling Lager 6/4/16oz C | 89924600169 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| FRONT LINE CHG | 2500441 | Yuengling B&T 6/4/16 C | 89924316923 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| FRONT LINE CHG | 2510441 | Yuengling Premium 6/4/16 C | 89924214021 | 10/3/2011 | | \$21.15 | \$22.05 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$21.15 | \$1.00 | \$20.15 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 11/1/2011 | 10/1/2011 | \$21.15 | \$2.15 | \$19.00 | 5 | MIX&MATCH W/MILLERCOORS PREM 16OZ C | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$22.05 | \$2.15 | \$19.90 | 5 | MIX&MATCH W/MILLERCOORS PREM 16OZ CANS | |
| FRONT LINE CHG | 2502459 | Yuengling Lager 1/15/24z C | 89924600244 | 10/3/2011 | | \$20.60 | \$21.65 | | | | |
| FRONT LINE CHG | 2504459 | Yuengling Lt Lager 1/15/24z C | 89924230243 | 10/3/2011 | | \$20.60 | \$21.65 | | | | |

Multi Packs

(4/6pks, 9pks, 12pks, 18pks, 24pks)

| | | | | | | | | | | | |
|----------------|---------|---------------------------------|-------------|-----------|------------|---------|---------|---------|----|--|-------------------------|
| FRONT LINE CHG | 2500283 | Yuengling Black N Tan 4/6/12 B | 89924954323 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 2502283 | Yuengling Lager 4/6/12 B | 89924278917 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| FRONT LINE CHG | 2504283 | Yuengling Lt lager 4/6/12 B | 89924201113 | 10/3/2011 | | \$19.35 | \$19.95 | | | | |
| | 2509283 | Yuengling Variety Pack 4/6/12 B | | | | \$19.95 | | | | Club Pack Only | |
| FRONT LINE CHG | 2500275 | Yuengling Black N Tan 2/12/12 B | 89924293866 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 2502275 | Yuengling Lager 2/12/12 B | 89924278962 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 2502428 | Yuengling Lager 2/12/12 C | 89924278986 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 2504275 | Yuengling Lt lager 2/12/12 B | 89924230403 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| FRONT LINE CHG | 2504428 | Yuengling Lt Lager 2/12/12 C | 89924230502 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| END DATE CHG | | | | 10/4/2010 | 10/1/2011 | \$18.50 | \$1.05 | \$17.45 | 35 | MIX & MATCH TREAS COAST AND OKEECHOBEE | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/21/2011 | 9/17/2011 | \$18.50 | \$0.70 | \$17.80 | 7 | MIX AND MATCH ALL 12PKS | PRIOR END 09/10/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$0.70 | \$18.50 | 7 | New deal due to price increase | MIX AND MATCH |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$1.20 | \$18.00 | 56 | MIX & MATCH TREAS COAST AND OKEECHOBEE | MIX AND MATCH |
| FRONT LINE CHG | 2502253 | Yuengling Lager 1/24/12 B | 89924410034 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 2502417 | Yuengling Lager 1/24/12 C | 89924880073 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| FRONT LINE CHG | 2504417 | Yuengling Lt Lager 1/24/12 C | 89924200000 | 10/3/2011 | | \$18.60 | \$19.20 | | | | |
| END DATE CHG | | | | 9/13/2010 | 10/1/2011 | \$18.60 | \$1.25 | \$17.35 | 7 | MIX & MATCH WITH MILLERCOORS PREM 24 | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 9/13/2010 | 10/1/2011 | \$18.60 | \$2.05 | \$16.55 | 63 | MIX & MATCH WITH MILLERCOORS PREM 24 | PRIOR END DATE 08/27/11 |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--|---------|---|-------------|------------|------------|------------|---------|-------------|-----|--|-----------------------------|
| NEW PROMO | | | | 8/22/2011 | 8/30/2011 | \$18.60 | \$2.05 | \$16.55 | 30 | MIX&MATCH W/MILLERCOORS 24PKS - CHANGED TO 30+ TEMPORARILY | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$1.05 | \$18.15 | 7 | New deal due to price increase | MIX AND MATCH YUENGLING ONE |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$1.85 | \$17.35 | 31 | New deal due to price increase | MIX AND MATCH YUENGLING ONE |
| Above Premiums | | | | | | | | | | | |
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| | 2501283 | Yuengling Chesterfield Ale 4/6/12 B | 89924182900 | | | \$22.36 | | | | | |
| | 2505283 | Yuengling Porter 4/6/12 B | 89924319832 | | | \$22.36 | | | | | |
| | 2507283 | Yuengling Bock 4/6/12 B | 89924802129 | | | \$22.36 | | | | | |
| Pabst Brewing Company | | | | | | | | | | | |
| Below Premiums | | | | | | | | | | | |
| Single Serves (16oz, 24oz, 32oz packages) | | | | | | | | | | | |
| FRONT LINE CHG | 2705441 | Pabst 6/4/16 C | 22100000780 | 10/3/2011 | | \$14.50 | \$16.40 | | | | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$16.40 | \$0.55 | \$15.85 | 5 | New deal due to price increase | m&m w/ mc below prem 16oz |
| FRONT LINE CHG | 2702441 | Old Milwaukee 6/4/16 C | 52300004462 | 10/3/2011 | | \$15.05 | \$16.40 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$15.05 | \$0.55 | \$14.50 | 7 | M&M W/MILLERCOORS BELOW PREM 16OZ C | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$16.40 | \$0.55 | \$15.85 | 5 | New deal due to price increase | m&m w/ mc below prem 16oz |
| FRONT LINE CHG | 2699441 | Colt 45 High Gravity Lager 6/4/16 C | 71250400131 | 10/3/2011 | | \$15.60 | \$16.40 | | | | |
| FRONT LINE CHG | 2700435 | Bull Ice 4/6/16 C | 92000000003 | 10/3/2011 | | \$15.60 | \$16.40 | | | | |
| FRONT LINE CHG | 2701441 | Colt 45 6/4/16 C | 71250000171 | 10/3/2011 | | \$15.60 | \$16.40 | | | | |
| FRONT LINE CHG | 2708441 | Schlitz Malt Liquor 6/4/16 C | 52300003267 | 10/3/2011 | | \$15.60 | \$16.40 | | | | |
| FRONT LINE CHG | 2711441 | Schlitz High Gravity 6/4/16 C | 52300001461 | 10/3/2011 | | \$15.60 | \$16.40 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$15.60 | \$0.55 | \$15.05 | 7 | M&M W/ PABST BREWING CO QTS | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$15.60 | \$1.10 | \$14.50 | 14 | M&M W/ PABST BREWING CO QTS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$16.40 | \$0.55 | \$15.85 | 5 | New deal due to price increase | m&m w/ mc below prem 16oz |
| FRONT LINE CHG | 2711403 | Schlitz High Gravity 1/12/24 C | 52300001430 | 10/3/2011 | | \$14.18 | \$15.12 | | | | |
| FRONT LINE CHG | 2700233 | Bull Ice 1/12/32 B | 92000000029 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 2701233 | Colt 45 1/12/32 B | 71250000188 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 2702233 | Old Milwaukee 1/12/32 B | 52300000266 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| FRONT LINE CHG | 2708233 | Schlitz Malt Liquor 1/12/32 B | 52300000464 | 10/3/2011 | | \$16.75 | \$17.25 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$16.75 | \$1.00 | \$15.75 | 7 | M&M W/ PABST BREWING CO 16OZ | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$16.75 | \$1.00 | \$15.75 | 14 | M&M W/ PABST BREWING CO 16OZ | PRIOR END DATE 08/27/11 |
| | 2723446 | Blast Blueberry Pomegranate 1/12/23.5oz C | 71250001765 | | | \$21.50 | | | | | |
| | 2725446 | Blast Grape 1/12/23.5oz C | 71250402050 | | | \$21.50 | | | | | |
| | 2726446 | Blast Raspberry Watermelon 1/12/23.5oz C | 71250002762 | | | \$21.50 | | | | | |
| | 2724446 | Blast Strawberry Lemon 1/12/23.5oz C | 71250003769 | | | \$21.50 | | | | | |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--|---------|---------------------------------------|-------------|------------|------------|--------------------|--------------------|--------------------|-----|---|-------------------------|
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| FRONT LINE CHG | 2705283 | Pabst 4/6/12 B | 22100002890 | 10/3/2011 | | \$14.65 | \$15.25 | | | | |
| FRONT LINE CHG | 2702410 | Old Milwaukee 1/18/12 C | 52300004400 | 10/3/2011 | | \$10.75 | \$11.40 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$10.75 | \$0.95 | \$9.80 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$11.40 | \$0.95 | \$10.45 | 1 | New deal due to price increase | |
| FRONT LINE CHG | 2705410 | Pabst 1/18/12 C | 22100001572 | 10/3/2011 | | \$11.00 | \$11.40 | | | | |
| END DATE CHG | | | | 9/13/2010 | 10/1/2011 | \$11.00 | \$0.82 | \$10.18 | 1 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 6/27/2011 | 8/27/2011 | \$11.00 | \$1.20 | \$9.80 | 3 | PRIOR END DATE | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$11.40 | \$0.95 | \$10.45 | 1 | New deal due to price increase | |
| FRONT LINE CHG | 2704428 | Old Milwaukee N/A 2/12/12 C | 52300025450 | 10/3/2011 | | \$13.20 | \$13.75 | | | | |
| FRONT LINE CHG | 2702428 | Old Milwaukee 2/12/12 C | 52300025405 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| FRONT LINE CHG | 2703428 | Old Milwaukee Light 2/12/12 C | 52300005407 | 10/3/2011 | | \$14.38 | \$14.95 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$14.38 | \$0.96 | \$13.42 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.95 | \$0.80 | \$14.15 | 1 | New deal due to price increase | |
| FRONT LINE CHG | 2705275 | Pabst 2/12/12 B | 22100002883 | 10/3/2011 | | \$15.10 | \$15.65 | | | | |
| FRONT LINE CHG | 2705428 | Pabst 2/12/12 C | 22100001701 | 10/3/2011 | | \$15.10 | \$15.65 | | | | |
| FRONT LINE CHG | 2710428 | Pabst Lt 2/12/12 C | 22100475007 | 10/3/2011 | | \$15.10 | \$15.65 | | | | |
| END DATE CHG | | | | 9/27/2010 | 10/1/2011 | \$15.10 | \$1.68 | \$13.42 | 5 | MIX & MATCH | PRIOR END DATE 08/27/11 |
| | | | | 6/6/2011 | 7/2/2011 | \$15.10 | \$0.72 | \$14.38 | 1 | | |
| | | | | 8/1/2011 | 8/27/2011 | \$15.10 | \$0.72 | \$14.38 | 1 | | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$15.65 | \$1.50 | \$14.15 | 5 | New deal due to price increase | MIX AND MATCH |
| FRONT LINE CHG | 2702417 | Old Milwaukee 1/24/12 C | 52300029663 | 10/3/2011 | | \$13.80 | \$14.50 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$13.80 | \$0.50 | \$13.30 | 1 | | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.50 | \$0.50 | \$14.00 | 42 | MIX & MATCH WITH MILLERCOORS BELOW PREM SUITS | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$14.50 | \$0.75 | \$13.75 | 84 | MIX & MATCH WITH MILLERCOORS BELOW PREM SUITS | |
| | 2723289 | Blast Blueberry Pomegranate 4/6/7oz B | 71250001741 | | | \$20.47 | | | | | |
| | 2725289 | Blast Grape 4/6/7oz B | 71250000706 | | | \$20.47 | | | | | |
| | 2726289 | Blast Raspberry Watermelon 4/6/7oz B | 71250003745 | | | \$20.47 | | | | | |
| | 2724289 | Blast Strawberry Lemonade 4/6/7oz B | 71250003745 | | | \$20.47 | | | | | |
| Above Premiums | | | | | | | | | | | |
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| FRONT LINE CHG | 2707283 | Schlitz 4/6/12 B | 52300012900 | 10/3/2011 | | \$19.25 | \$19.60 | | | | |
| | 2719283 | Primo Island Lager 4/6/12 B | 52300053064 | | | \$25.55 | | | | | |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|--------|--------|---------|------------|------------|----------|------------|------|-------------|-----|-------|------------------|
|--------|--------|---------|------------|------------|----------|------------|------|-------------|-----|-------|------------------|

Import Partners

Heineken USA

| Single Serves (16oz, 24oz, 32oz packages) | | | | | | | | | | | |
|--|---------|----------------------------|--------------|------------|------------|--|--|---------|--------|---------|------------------------------------|
| | 2007441 | Hein 6/4/16 C | 72890000835 | | | | | \$29.75 | | | |
| | 2011441 | Hein Lt 6/4/16 C | 728900004116 | | | | | \$29.75 | | | |
| END DATE CHG | | | | 2/28/2011 | 12/31/2011 | | | \$29.75 | \$1.75 | \$28.00 | 3 MIX AND MATCH |
| | 7491311 | Newcastle 1/12/18.6 B | 88345100555 | | | | | \$24.95 | | | |
| | 2014403 | Tecate 1/12/24 C | 89826001422 | | | | | \$17.90 | | | |
| | 2007229 | Hein 1/12/24 B | 9487000077 | | | | | \$25.15 | | | |
| | 2007403 | Hein 1/12/24 C | 72890001191 | | | | | \$25.15 | | | |
| | 2004233 | Carta Blanca 1/12/32 B | 89826400027 | | | | | \$18.00 | | | |
| | 2014233 | Tecate 1/12/32 B | 89826530229 | | | | | \$18.00 | | | |
| | 2007431 | Hein 2/1/5L C | 72890001740 | | | | | \$35.40 | | | |
| | 2011431 | Hein Lt 2/1/5L C | 72890001948 | | | | | \$35.40 | | | |
| | 7491431 | Newcastle 1/2/5L Keg Cans | 88345101156 | | | | | \$35.40 | | | |
| NEW PROMO | | | | 8/29/2011 | 10/1/2011 | | | \$35.40 | \$3.55 | \$31.85 | 1 |
| | | | | 10/30/2011 | 12/31/2011 | | | \$35.40 | \$3.55 | \$31.85 | 1 |
| Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks) | | | | | | | | | | | |
| | 2014434 | Tecate 4/6/12 C | 89826000098 | | | | | \$18.60 | | | |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | | | \$18.60 | \$1.65 | \$16.95 | 14 M&M W/ TECATE 12PK CANS |
| END DATE CHG | | | | 1/3/2011 | 12/31/2011 | | | \$18.60 | \$0.80 | \$17.80 | 3 MIX & MATCH TECATE 6PK NR & CANS |
| | 2014283 | Tecate 4/6/12 B | 89826500017 | | | | | \$19.00 | | | |
| END DATE CHG | | | | 1/3/2011 | 12/31/2011 | | | \$19.00 | \$1.20 | \$17.80 | 3 MIX & MATCH TECATE 6PK NR & CANS |
| | 2007289 | Hein 4/6/7 B | 72890000422 | | | | | \$19.80 | | | |
| END DATE CHG | | | | 5/2/2011 | 10/1/2011 | | | \$19.80 | \$2.85 | \$16.95 | 5 MIX & MATCH HEIN 18PKS AND 7OZ |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | | | \$19.80 | \$2.85 | \$16.95 | 10 MIX & MATCH HEIN 18PKS AND 7OZ |
| | 2002283 | Buckler 4/6/12 B | 72890000309 | | | | | \$19.65 | | | |
| | 2004283 | Carta Blanca 4/6/12 B | 89826600014 | | | | | \$19.65 | | | |
| | 2013283 | Sol 4/6/12 B | 72311630214 | | | | | \$25.55 | | | |
| | 2001283 | Bohemia 4/6/12 B | 89826700011 | | | | | \$26.95 | | | |
| | 2005283 | Dos Equis Amber 4/6/12 B | 72311630115 | | | | | \$24.50 | | | |
| | 2006283 | Dos Equis Special 4/6/12 B | 72311630122 | | | | | \$24.50 | | | |
| END DATE CHG | | | | 6/27/2011 | 12/31/2011 | | | \$24.50 | \$1.55 | \$22.95 | 1 |

| CHANGE | ITEM # | PACKAGE | RETAIL UPC | BEGIN DATE | END DATE | FRONT LINE | DISC | PROMO PRICE | QTY | NOTES | COUNTY SPECIFICS |
|----------------|---------|-----------------------------|--------------|------------|------------|------------|---------|-------------|-----|--|----------------------------------|
| | 2000283 | Amstel Lt 4/6/12 B | 72890100115 | | | \$27.15 | | | | | |
| | 2007283 | Hein 4/6/12 B | 72890000118 | | | \$27.15 | | | | | |
| | 2007434 | Hein 4/6/12 C | 72890000002 | | | \$27.15 | | | | | |
| | 2009283 | Hein Dark 4/6/12 B | 72890000125 | | | \$27.15 | | | | | |
| | 2011283 | Hein Lt 4/6/12 B | 72890001580 | | | \$27.15 | | | | | |
| | 7491283 | Newcastle 4/6/12 B | 88345100050 | | | \$27.85 | | | | | |
| END DATE CHG | | | | 6/27/2011 | 11/26/2011 | \$27.85 | \$2.79 | \$25.06 | 1 | | |
| FRONT LINE CHG | 2014428 | Tecate 2/12/12 C | 89826900336 | 10/3/2011 | | \$18.50 | \$19.20 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$18.50 | \$1.55 | \$16.95 | 14 | M&M W/ TECATE 6PK CANS | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$18.50 | \$0.70 | \$17.80 | 3 | MIX & MATCH TECATE 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$2.25 | \$16.95 | 14 | M&M W/ TECATE 6PK CANS | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.20 | \$0.70 | \$18.50 | 3 | MIX & MATCH TECATE 12PKS | |
| | | | | | | | | | | | |
| FRONT LINE CHG | 2014275 | Tecate 2/12/12 B | 89826912032 | 10/3/2011 | | \$19.00 | \$19.70 | | | | |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$19.00 | \$1.20 | \$17.80 | 3 | MIX & MATCH TECATE 12PKS | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.70 | \$1.20 | \$18.50 | 3 | MIX & MATCH TECATE 12PKS | |
| | | | | | | | | | | | |
| | 2005275 | Dos Equis Amber 2/12/12 B | 72311331401 | | | \$23.80 | | | | | |
| | 2006275 | Dos Equis Special 2/12/12 B | 72311230124 | | | \$23.80 | | | | | |
| END DATE CHG | | | | 1/4/2010 | 12/31/2011 | \$23.80 | \$1.85 | \$21.95 | 1 | | PRIOR END DATE 08/27/11 |
| | | | | | | | | | | | |
| | 7491275 | Newcastle 2/12/12 B | 88345100531 | | | \$26.30 | | | | | |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | \$26.30 | \$2.25 | \$24.05 | 3 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/30/2010 | 12/31/2011 | \$26.30 | \$3.35 | \$22.95 | 70 | | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/1/2011 | 12/31/2011 | \$26.30 | \$3.35 | \$22.95 | 1 | | PRIOR END DATE 10/01/11 |
| | | | | | | | | | | | |
| | 2000275 | Amstel Lt 2/12/12 B | 72890100160 | | | \$26.30 | | | | | |
| | 2000428 | Amstel Lt 2/12/12 C | 72890000151 | | | \$26.30 | | | | | |
| | 2007275 | Hein 2/12/12 B | 72890000163 | | | \$26.30 | | | | | |
| | 2007428 | Hein 2/12/12 C | 72890000200 | | | \$26.30 | | | | | |
| | 2011275 | Hein Lt 2/12/12 B | 728900001597 | | | \$26.30 | | | | | |
| | 2011428 | Hein Lt 2/12/12 C | 72890001887 | | | \$26.30 | | | | | |
| END DATE CHG | | | | 1/5/2009 | 10/1/2011 | \$26.30 | \$2.30 | \$24.00 | 28 | MIX & MATCH - NEWCASTLE 12PKS REMOVED | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 5/4/2009 | 10/1/2011 | \$26.30 | \$2.85 | \$23.45 | 42 | HEIN 18PKS REMOVED FROM THIS QD AS OF | PRIOR END DATE 08/27/11 |
| END DATE CHG | | | | 8/30/2010 | 10/1/2011 | \$26.30 | \$3.35 | \$22.95 | 240 | MIX & MATCH - NO NEWCASTLE OR HEIN 18P | THIS DEAL ENDS AS OF 09/03/11!!! |
| | | | | 8/29/2011 | 10/1/2011 | \$26.30 | \$0.85 | \$25.45 | 7 | MIX & MATCH | |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$26.30 | \$2.30 | \$24.00 | 10+ | New Promo Price | MIX AND MATCH |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$26.30 | \$2.85 | \$23.45 | 28+ | New Promo Price | MIX AND MATCH |
| | | | | | | | | | | | |
| | 2007242 | Hein 1/18/12 B | 72890001528 | | | \$19.80 | | | | | |
| | 2011242 | Hein Lt 1/18/12 B | 72890004239 | | | \$19.80 | | | | | |
| END DATE CHG | | | | 5/2/2011 | 10/1/2011 | \$19.80 | \$2.85 | \$16.95 | 5 | MIX & MATCH HEIN 18PKS AND 7OZ | PRIOR END DATE 08/27/11 |
| NEW PROMO | | | | 10/3/2011 | 12/31/2011 | \$19.80 | \$2.40 | \$17.40 | 10 | New Promo Price | Mix & Match Hein 18pks and 7oz |
| | | | | | | | | | | | |
| | 2000253 | Amstel Lt 1/24/12 B | 72890100252 | | | \$26.30 | | | | CLUB PACKAGE | |
| | 2007253 | Hein 1/24/12 B | 72890000316 | | | \$26.30 | | | | CLUB PACKAGE | |
| | 2011253 | Hein Lt 1/24/12 B | 728900001610 | | | \$26.30 | | | | CLUB PACKAGE | |
| END DATE CHG | | | | 9/28/2009 | 12/31/2011 | \$26.30 | \$3.35 | \$22.95 | 240 | MIX & MATCH | THIS DEAL ENDS AS OF 09/03/11!!! |
| | | | | | | | | | | | |
| | | Hein Collection 1/24/12 B | 72890004369 | | | \$26.30 | | | | CLUB PACKAGE | |
| END DATE CHG | | | | 9/28/2009 | 12/31/2011 | \$26.30 | \$3.35 | \$22.95 | 84 | MIX & MATCH | THIS DEAL ENDS AS OF 09/03/11!!! |