

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

Distributor Pepin Distributing Company Date 1/18/11

Location Address 4121 N. 50<sup>th</sup> Street License No. JDBW 39-0230 KLD \_\_\_\_\_

City Tampa, FL 33610 Beginning Date 2/14/11

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Counties Where Price is in Effect: Hillsborough and Pasco Counties

\*\*\* OFF PREMISE PROMOTION \*\*\*

<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>
Four Loko Watermelon	24/11.2 oz 4/6 bottles	3+	\$23.40	\$26.20
Four Loko Lemondade	24/11.2 oz 4/6 bottles	3+	\$23.40	\$26.20
Four Loko Fruit Punch	24/11.2 oz 4/6 bottles	3+	\$23.40	\$26.20
Four Loko Variety Pack	24/11.2 oz. 2/12 bottles	1+	\$21.50	\$25.40

NOTE: Can mix and match 3+ 4/6 bottles in order to reach quantity discount.

Robert J. Ammon  
 Authorized Representative

Chief Financial Officer  
 Title