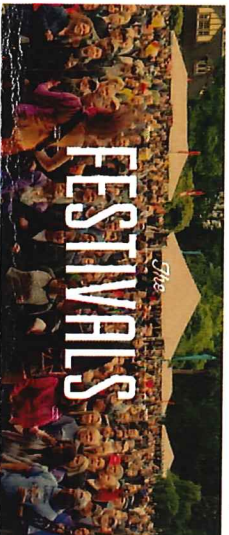


and look into a cold box deciding what to select. The products in there have been meticulously placed by price, or brand, or type. Their sales are analyzed to determine how much space to allot. Not only do we figure the schematic, the industry will provide the labor to rearrange the space. In this case, the empty slots are filled in by our own employees that merchandise the retail accounts.

7. **MARKETING.** We all represent brands that are renowned for their marketing and advertising. In our local markets we provide the materials to bring what you see on television or on-line to real life. We produce everything from a table tent to a poster to a banner for the side of a building. We produce pricing signage, we hang neon signs, we add eye-catching graphics to the retailer's locations.

8. **FESTIVALS AND SPECIAL EVENTS.** Whether at your local church festival or community fest, we provide a unit with signage to market and sell product for that event.



9. **CONSUMER CHOICE.** Kentucky has 36,800 brands registered with the KY ABC. We are offering the consumer more products than ever before. Retail licensees don't even have the space to add all of the new products that are being offered today.

10. **PRODUCT RECALL.** When a product is deemed unsaleable by the producer. Notification is given based on a production number. We can systematically see if that product is in our possession and if it has been sent to the market. If it is not in market it is sequestered and returned to the producer. If it is in market, we can run reports to see where the product was delivered and we can deploy our market team to go to each and every one of the accounts to pull the product from the shelves or backroom to ensure they do not make it to the public.

*Please see any of the beer, wine & spirits wholesalers that are with us today with any further questions or comments.*

*Thank you for coming to visit with us today.*