



Discover the World

**Date:** February 10<sup>th</sup>, 2009

**To:** All Trade Groups

**Subject:** Sales & Marketing Division Announcements

We would like to share the reorganization of Merchandising's Business Units with you, and announce some new appointments, effective February 23, 2009. We plan to have the entire reorganization operational by April 1<sup>st</sup>, 2009.

The three Business Units (Wines; Spirits; Beers & RTD) will be combined into two, as follows:

- Spirits & Beer Business Unit (including RTD)
- Wines Business Unit

The Beers & RTD subset list, and its new reporting structure, is attached at the end of this letter for your information.

We have a number of appointments and staffing changes to relay to you:

- Kate Mallett-Thomas, currently the Director for the Beers & RTD Business Unit, will transfer to the position of Director, VINTAGES Sales & Purchasing in early March. Kate has provided strong leadership to the Beers & Special Markets team for the past three years. Prior to this, Kate was the Category Manager of Wines, Operations Manager of VINTAGES, and Product Manager for a number of categories.
- We are pleased to announce the promotion of Kathy Cannon to the position of Director, Wines Business Unit on February 23, 2009. Kathy's previous experience as Category Manager in VINTAGES, and Product Manager in both the Wines and Spirits Categories will be extremely valuable to her in her new role.
- We are also pleased to announce the promotion of Chris Robertson to the position of Director, Spirits & Beer Business Unit, February 23, 2009. Chris brings to the position extensive knowledge and experience in Sales & Marketing, most recently as Acting Director, Spirits this past fall. He has also held progressive positions in both the Spirits and Beer Categories, and Marketing.
- Tamara Jakes, currently the Category Manager, New World Wines, will transfer to the position of VINTAGES Category Manager, New World Wines & Spirits. Tamara has a wealth of experience in both the Wines and Spirits Business Units.



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- Geoff Kosar has been appointed to the role of Category Manager, New World Wines. We very much appreciate all his excellent work in his recent capacity as Acting Director of Wines, and before that as Acting Category Manager for New World Wines.
- Barry O'Brien, currently Acting Director, VINTAGES Sales & Purchasing, will return to his role of Director, Corporate Affairs in early March. We very much appreciate Barry's valuable contributions over the past four months in his acting capacity.
- Stacey Roth will add White Spirits to her current portfolio of RTD & Accessories and will now be part of the Spirits team.

We have attached organization charts to illustrate these many changes.

Please join us in congratulating Chris, Kate, Kathy, Tamara, Stacey and Geoff on their new appointments as they enter into new roles, and wishing them the best of luck in this new phase of their careers. We would ask for your understanding of the challenges our teams face during this transition period.

We look forward to working together with you as the Merchandising and VINTAGES teams enter into this new phase.

Shari Mogk-Edwards  
Vice President  
Merchandising

Tom Wilson  
Vice President  
VINTAGES

cc. B. Peter  
B. Downey