

VINTAGES

FINE WINE & PREMIUM SPIRITS

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September 25, 2009

To: All Registered Agents

To streamline the VINTAGES IMAGE application process, VINTAGES is now using the on-line Merchandising Promotions Tracking System (MPTS). Applications for Limited Time Offers (LTOs), Bonus Airmiles (BAMs), or Neck Tags should be submitted through the MPTS system. Information on accessing and using the system is available at: www.lcbotrade.com/programs_gpp_mpts.htm.

The system currently uses General Purchase deadlines. Please adhere to the deadlines stated below and disregard any system responses indicating late applications within these timelines

| Period | Period Dates | Application Deadline for Essentials | Application Deadline for Non-Essentials |
|--------|------------------------------|-------------------------------------|---|
| PT 1 | April 1 - April 24, 2010 | November 6, 2009 | December 30, 2009 |
| PT 2 | April 25 - May 22, 2010 | November 27, 2009 | January 22, 2010 |
| PT 3 | May 23 - June 19, 2010 | December 25, 2009 | February 19, 2010 |
| PT 4 | June 20 - July 17, 2010 | January 22, 2010 | March 19, 2010 |
| PT 5 | July 18 - August 14, 2010 | February 19, 2010 | April 16, 2010 |
| PT 6 | August 15 - Sept. 11, 2010 | March 19, 2010 | May 14, 2010 |
| PT 7 | Sept. 12 - Oct. 9, 2010 | April 16, 2010 | June 11, 2010 |
| PT 8 | Oct. 10 - Nov. 6, 2010 | May 14, 2010 | July 9, 2010 |
| PT 9 | Nov. 7 - Nov. 27, 2010 | June 11, 2010 | August 6, 2010 |
| PT 10 | Nov. 28, 2010 - Jan. 1, 2011 | July 2, 2010 | August 27, 2010 |
| PT 11 | Jan. 2 - Jan. 29, 2011 | August 6, 2010 | October 1, 2010 |
| PT 12 | Jan. 30 - Feb. 26, 2011 | September 3, 2010 | October 29, 2010 |
| PT 13 | Feb. 27 - March 31, 2011 | October 1, 2010 | November 26, 2010 |

Thank you for continued support of the VINTAGES Category.

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