



February 24, 2010

To: All Trade Partners

Re: LCBO/VINTAGES Trade Day – Thursday, May 6, 2010

55 Lakeshore Blvd. East
Toronto, Ontario
M5E 1A4

www.lcbo.com

Please mark your calendars and reserve Thursday, May 6, 2010 for LCBO/VINTAGES Trade Day presentations and meetings.

The LCBO and VINTAGES business units will be presenting their 2010-11 Business and Purchasing plans and key initiatives to the trade on this day.

The meetings will be held at:

The Westin Harbour Castle Conference Centre
2 Harbour Square, Toronto
(Bay Street & Queen's Quay, northeast corner)
Frontenac Ballroom, Main floor

The VINTAGES team will be presenting in the morning from 9:30 am to 12:30 pm. The LCBO teams will be presenting in the afternoon from 1:30 pm to 4:30 pm.

Kindly RSVP to Emily Hui - emily.hui@lcbo.com - by noon on Friday, April 23, 2010. Please specify which presentation you wish to attend – VINTAGES, LCBO or both. Due to space considerations, only those who have confirmed their attendance with Emily by this deadline will be guaranteed a seat.

An agenda with the final timelines will be sent separately closer to the date.

We look forward to your participation in our 2010 Trade Day.

Yours truly,

Shari Mogk-Edwards
Vice President, Merchandising

Tom Wilson
Vice President, VINTAGES

c.c. B. Peter
B. Downey
R. Holness