

VINTAGES

FINE WINE & PREMIUM SPIRITS

May 20, 2010

To all Trade Councils:

Re: Product Manager, Spirits & Ontario Wines

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Alanna Bailey will be commencing her maternity leave June 11th, 2010. Recently promoted to the above-stated position, Alanna joined VINTAGES in 2007 and has held progressively responsible roles with the European and New World portfolios, during which time she gained experience managing the Kosher and Specialty portfolios as well as the Holiday gifting program. Her most recent experience has been as Acting Product Manager, Spirits & Ontario Wines, a role in which she has again demonstrated her exceptional initiative, planning and project management skills. We wish Alanna the very best during her maternity leave and look forward to welcoming her back in August of 2011.

I am also pleased to inform you that we have hired Marie Capone as a new Product Manager to VINTAGES. Marie will be joining the team effective May 25th, 2010, and will assume the role of VINTAGES Product Manager, Spirits & Ontario Wines during Alanna's leave. When Alanna returns from her leave, Marie will join the European Wines team. Marie will be joining VINTAGES from Loblaw Companies. She most recently held the position of Product Manager within the Loblaw Brands team, where she was responsible for the development and business strategies of the private label brands (President's Choice and NO NAME) covering the beverage, snacks and confectionary portfolios. Marie has held complete financial feasibility for establishing product plans, supplier selection, sales projections and inventory forecasts, as well as the development and delivery of new products and line extensions. In addition to her category management experience, she brings strategic thinking, excellent project management skills, and a passion for wine to her new role. We warmly welcome Marie to the VINTAGES team! Marie will be training with Alanna for the next three weeks and can be reached by email at marie.capone@lcbo.com. Effective June 14th, she will be assuming Alanna's telephone number, 416-864-6649.

Please join me in wishing Alanna all the best on her maternity leave, and welcoming Marie to the VINTAGES team.

Regards,



Kate Mallett-Thomas
Director, Sales & Purchasing VINTAGES

Cc: Bob Downey, Senior V.P. Sales & Marketing
Cc: Tom Wilson, V.P. VINTAGES