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## DIAGEO-Guinness USA

September 14, 2007

*Dear Tori,*

*On behalf of the entire Diageo team and myself let me say again how much I appreciate what you and your staff at Cat Country did to contribute to the success of the Jamaican Festival this year. Thanks to Cat Country's live remotes and on air spots we were able to successfully cross merchandise Red Stripe Lager not only at the event, but also at retail stores along the coast, creating awareness and thousands of new trial purchases for the brand.*

*The retailers on the boardwalk were especially pleased with your promotion of the event. This in turn allowed us to develop additional programs with them for Red Stripe Lager throughout the year.*

*I look forward to working with you and your staff again soon.*

*Sincerely,*

Alvin Felder  
DIAGEO-Guinness USA  
Distributor Manager  
Alabama/Florida Panhandle