



June 8, 2009

Dear Valued Customer:

**Re: Bud Light Lime –  
*So popular in Alberta that we've temporarily run out***

We knew Bud Light Lime with its unique taste that combines the superior drinkability of Bud Light and 100% natural lime, was going to be a hit with Canadians everywhere. We've run into a challenge however – it's an even bigger hit in Alberta than we expected and, as a result, some outlets may sell out of the product before we can get more to them. (In some cases outlets may not have received their initial shipment before we ran out.)

We want customers to know that we are working very quickly; doing everything we can, to deliver more Bud Light Lime to Alberta outlets as soon as possible.

Everyone should rest assured that we have already started brewing more Bud Light Lime that we will get to you as quickly as possible. We really do appreciate your loyalty and your patience at this time – we'll be back with more Bud Light Lime – brewed to perfection – as soon as possible.

If you have any questions please call your Labatt sales representative or our toll-free customer service number at 1-800-268-2337.

Yours very truly,

David Craig  
Regional Director, Prairies  
Labatt Breweries of Canada

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