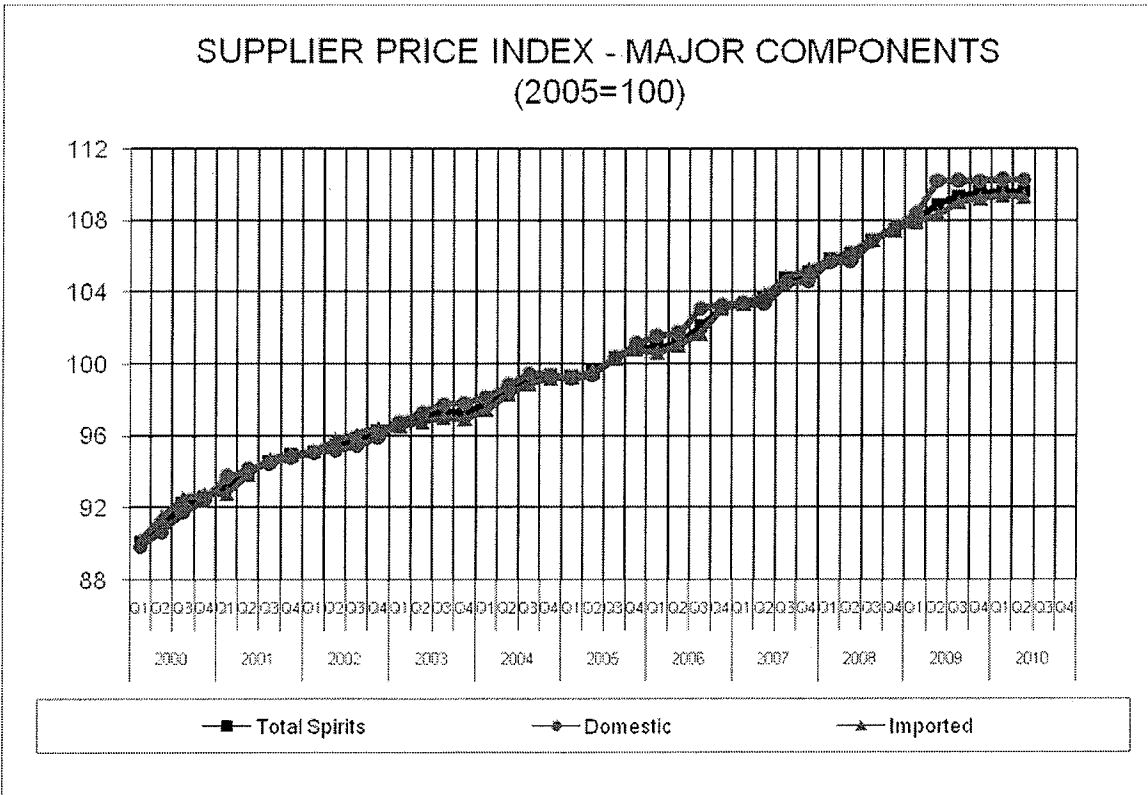


SUPPLIER PRICE INDEX

SECOND QUARTER 2010

The DISCUS Supplier Price Index for all Distilled Spirits remained unchanged in the second quarter of 2010 from the first quarter of 2010. Total Domestic Spirits prices showed no change and Total Imported Spirits prices were down 0.1%. Irish Whiskey prices exhibited the largest increase at 2.6%. Meanwhile, Imported Brandy and Cognac prices declined 1.2%.

Compared with the second quarter of 2009, the SPI for the second quarter of 2010 increased 0.7%. Prices for Domestic Spirits and Imported Spirits were up 0.1% and 0.9%, respectively. Total Whiskey increased 0.3% overall, while the Non-Whiskey index was up 0.9%. The largest price increases over last year's second quarter were posted by Bonded Whiskey and Rum with 6.5% and 3.0%, respectively.



SUPPLIER PRICE INDEX
2nd Quarter 2010
(2005=100)

PRODUCT CATEGORY	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2010 Average	CY 2009 Average	Percentage Change 2nd Quarter Compared to:	
							1st Quarter 2010	2nd Quarter 2009
Total Distilled Spirits	109.6	109.6			109.6	109.0	0.0%	0.7%
Total Domestic Spirits	110.2	110.3			110.3	109.7	0.0%	0.1%
Total Imported Spirits	109.4	109.3			109.4	108.6	-0.1%	0.9%
Total Whiskey	108.1	108.1			108.1	107.8	0.0%	0.3%
Domestic Whiskey	108.6	108.6			108.6	108.5	0.0%	-0.1%
Bonded	107.3	107.3			107.3	102.9	0.0%	6.5%
Straight	108.8	108.8			108.8	108.7	0.0%	-0.1%
Blended	107.9	107.9			107.9	107.9	0.0%	0.0%
Imported Whiskey	107.7	107.8			107.7	107.2	0.1%	0.5%
Scotch	106.6	106.7			106.6	105.8	0.1%	1.0%
U.S. Bottled	112.5	112.9			112.7	110.9	0.4%	1.1%
Foreign Bottled	105.2	105.3			105.3	104.4	0.1%	1.1%
Malt	111.2	111.2			111.2	110.5	0.0%	0.8%
Canadian	108.4	108.4			108.4	108.3	0.0%	0.0%
U.S. Bottled	103.2	103.2			103.2	103.2	0.0%	0.0%
Foreign Bottled	110.5	110.5			110.5	110.3	0.0%	0.0%
Irish	111.4	114.4			112.9	110.7	2.6%	2.6%
Total Non-Whiskey	110.4	110.4			110.4	109.5	-0.1%	0.9%
Domestic Non-Whiskey	111.6	111.7			111.6	110.7	0.1%	0.2%
Imported Non-Whiskey	110.1	110.0			110.0	109.2	-0.1%	1.1%
Gin	110.7	110.7			110.7	110.4	0.0%	0.2%
Domestic	110.4	110.4			110.4	110.1	0.0%	0.0%
Imported	110.9	110.9			110.9	110.7	0.0%	0.4%
Vodka	110.0	110.1			110.0	109.2	0.1%	0.5%
Domestic	112.8	113.0			112.9	111.6	0.1%	0.2%
Imported	108.0	108.0			108.0	107.5	0.1%	0.7%
Rum	118.2	118.2			118.2	116.4	0.0%	3.0%
Brandy and Cognac	111.2	110.0			110.6	111.1	-1.1%	-1.4%
Domestic	106.9	106.9			106.9	105.0	0.0%	1.3%
Imported	111.7	110.3			111.0	111.8	-1.2%	-1.7%
Tequila	102.1	102.1			102.1	102.1	0.0%	0.0%
Cordials and Liqueurs	108.5	108.8			108.7	107.1	0.3%	1.9%
Domestic	111.5	111.5			111.5	111.4	0.0%	0.1%
Imported	107.8	108.2			108.0	106.1	0.3%	2.3%
Cocktails	106.5	106.5			106.5	106.7	0.0%	0.0%