



**Carolina Beverage Corp.**

1413 Jake Alexander Blvd.

P.O. Box 697

Salisbury, NC 28145-0697

(704) 637-5881

Fax (704) 633-7491

[www.cheerwine.com](http://www.cheerwine.com)

February 18, 2005

Mr. Bob Janet  
Sales Growth Now

Dear Bob,

Our customers are still talking about the great sales presentation you presented for our annual bottlers meeting. They enjoyed your total audience involved examples, real-life selling and marketing stories and demonstrations.

You're customizing of the program for our industry, our business and our "To The Top" meeting theme really made the program meaningful and valuable for all. I was impressed by the homework you did to prepare and by your comfortable delivery. Our team will benefit from the points you made about showing our unique product difference, giving people choices, and being aggressive.

Thank you for helping to make our meeting a grand success.

Sincerely,

Mark Ritchie  
President  
Carolina Beverage