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Dear Executive:

This year, we are **offering a new and enhanced type of CD-ROM** of the recent "Future Smarts" conference in New York. The conference featured presentations by many of the top industry executives (see list on reverse side).

The conference CD-ROM includes audio files -- in mp3 format -- of each speech and on-stage interview (excluding responses to audience questions). So, you can listen to most of the conference on your computer, iPod or other mp3 player.

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You may use the Order Form on the other side of this letter to order the CD-ROM.

Please don't hesitate to contact me, if you have any questions.

Sincerely,

John Sicher
Editor/Publisher
sicher@beverage-digest.com

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