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CD-ROM of BD's Future Smarts Conference Includes Actual Audio of Interviews and Presentations

Dear Executive:

This year again, 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, and interviews with, 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.

The CD-ROM also includes most of the PowerPoint slide presentations used at the conference.

Pricing. Paid conference attendees will automatically receive the CD-ROM for free and need to do nothing else. It will arrive in the mail shortly. **BD** subscribers, who did not attend the conference, may buy the CD-ROM for \$395. For all others, the price is \$595. The cost of attending the conference was \$715.

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

P.S. Fax the Order Form on the other side of this letter to (914) 244-0774 with credit card information for fastest processing.

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Price: Paid conference attendees will automatically receive a CD-ROM free of charge. Subscribers to Beverage Digest that did not attend the conference: \$395; All others: \$595.

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