

# **Hear Top Industry Executives and Experts** **On Your iPod.**

## **Enhanced CD-ROM of BD's Wall St. Smarts Conference Includes Actual Audio of Presentations**

Dear Executive:

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

**The conference CD-ROM includes audio files -- in mp3 format** -- of each speech (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 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 \$150. For all others, the price is \$250. The cost of attending the conference was \$695.

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.

**ORDER FORM**  
*CD-ROM of BEVERAGE DIGEST'S*  
**"WALL STREET SMARTS" JUNE 23, 2008 Conference**

*Contains AUDIO FILES and SLIDE PRESENTATIONS*

*Conference Line-up*

<b>Ball Corporation</b>	<b>COO &amp; Executive VP</b>	<b>John Hayes</b>
<b>Coca-Cola Enterprises</b>	<b>President CCE Europe</b>	<b>Steve Cahillane</b>
<b>J.P. Morgan</b>	<b>Beverage Industry Analyst</b>	<b>John Faucher</b>
<b>Brain-Twist</b>	<b>CEO</b>	<b>Larry Trachtenbroit</b>
<b>Morgan Stanley</b>	<b>Beverage Industry Analyst</b>	<b>Bill Pecoriello</b>
<b>Coca-Cola Company</b>	<b>CMO North America</b>	<b>Katie Bayne</b>
<b>Dr Pepper Snapple Group</b>	<b>Chief Consumer Officer</b>	<b>Randy Gier</b>
<b>UBS</b>	<b>Restaurant Analyst</b>	<b>David Palmer</b>
<b>Pepsi Bottling Group</b>	<b>CFO &amp; Senior VP</b>	<b>Al Drewes</b>
<b>PepsiCo</b>	<b>VP Non-Carbonated Beverages Pepsi-Cola North America</b>	<b>Chris Kempczinski</b>

**Price:** Paid conference attendees will automatically receive a CD-ROM free of charge. Subscribers to Beverage Digest that did not attend the conference: \$150; All others: \$250.

Please rush me \_\_\_\_\_ copy(s) of the "Wall Street Smarts" June 23, 2008 Conference CD-ROM.

**Charge My:**     American Express     MasterCard     Visa

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Check Enclosed** (made payable in US funds to *Beverage Digest*). Amount \$ \_\_\_\_\_

**Bill Me.** I'll honor your invoice. Please initial here: \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**TO ORDER:**    **FAX to 914-244-0774; PHONE 914-244-0700**  
or **MAIL to Beverage Digest, P.O. Box 621, Bedford Hills, NY 10507-0621**