

BEVERAGE MARKETING CORPORATION  
OHIO BEER MARKET CATEGORIES  
DECEMBER, 2009           -- TOTAL BARRELS --

ALL CATEGORIES

| ----- CATEGORY ----- | --- CURRENT QUARTER --- |           | ----- CHANGE ----- |       | MARKET SHARE % |       |
|----------------------|-------------------------|-----------|--------------------|-------|----------------|-------|
|                      | -2008-                  | -2009-    | -AMOUNT-           | -%-   | 2008           | 2009  |
| SUPER PREMIUMS       | 33,100                  | 34,623    | 1,523              | 4.6   | 1.7            | 1.8   |
| PREMIUMS             | 347,020                 | 326,143   | 20,877-            | 6.0-  | 17.5           | 16.7  |
| LIGHTS               | 1,105,589               | 1,105,282 | 307-               | .0    | 55.7           | 56.5  |
| POPULAR MID-PRICED   | 153,448                 | 151,058   | 2,390-             | 1.6-  | 7.7            | 7.7   |
| POPULAR PRICED       | 68,114                  | 67,525    | 589-               | .9-   | 3.4            | 3.5   |
| MALT LIQUORS         | 62,672                  | 55,872    | 6,800-             | 10.9- | 3.2            | 2.9   |
| ALES                 | 30,645                  | 30,304    | 341-               | 1.1-  | 1.5            | 1.6   |
| LOW ALCOHOLS         | 31                      | 23        | 8-                 | 25.8- | .0             | .0    |
| NO ALCOHOLS          | 4,877                   | 4,906     | 29                 | .6    | .2             | .3    |
| IMPORTS              | 136,219                 | 134,500   | 1,719-             | 1.3-  | 6.9            | 6.9   |
| MALT COOLERS         | 5,389                   | 4,894     | 495-               | 9.2-  | .3             | .3    |
| MALTERNATIVE/FAB'S   | 38,124                  | 39,480    | 1,356              | 3.6   | 1.9            | 2.0   |
| TOTALS               | 1,985,228               | 1,954,610 | 30,618-            | 1.5-  | 100.0          | 100.0 |

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2009 -- TOTAL BARRELS --

| BRAND                      | BREWER / IMPORTER          | 2009<br>RANK | --- CURRENT QUARTER --- |         | ----- CHANGE ----- |       | MARKET SHARE % |      |
|----------------------------|----------------------------|--------------|-------------------------|---------|--------------------|-------|----------------|------|
|                            |                            |              | -2008-                  | -2009-  | -AMOUNT-           | -%-   | 2008           | 2009 |
| BUD LIGHT **(EST)**        | ANHEUSER-BUSCH INC.        | 1            | 409,029                 | 420,982 | 11,953             | 2.9   | 20.6           | 21.5 |
| MILLER LITE                | SAB MILLER, PLC            | 2            | 200,839                 | 185,790 | 15,049-            | 7.5-  | 10.1           | 9.5  |
| BUDWEISER **(EST)**        | ANHEUSER-BUSCH INC.        | 3            | 174,920                 | 163,418 | 11,502-            | 6.6-  | 8.8            | 8.4  |
| BUSCH LIGHT **(EST)**      | ANHEUSER-BUSCH INC.        | 4            | 128,932                 | 134,719 | 5,787              | 4.5   | 6.5            | 6.9  |
| NATURAL LIGHT **(EST)**    | ANHEUSER-BUSCH INC.        | 5            | 110,505                 | 114,484 | 3,979              | 3.6   | 5.6            | 5.9  |
| BUSCH **(EST)**            | ANHEUSER-BUSCH INC.        | 6            | 103,993                 | 102,171 | 1,822-             | 1.8-  | 5.2            | 5.2  |
| COORS LIGHT                | ADOLPH COORS BREWING CO.   | 7            | 88,597                  | 87,468  | 1,129-             | 1.3-  | 4.5            | 4.5  |
| MILLER HIGH LIFE           | SAB MILLER, PLC            | 8            | 59,598                  | 59,341  | 257-               | .4-   | 3.0            | 3.0  |
| MILWAUKEE'S BEST ICE       | SAB MILLER, PLC            | 9            | 45,768                  | 44,891  | 877-               | 1.9-  | 2.3            | 2.3  |
| BUD ICE **(EST)**          | ANHEUSER-BUSCH INC.        | 10           | 35,012                  | 34,050  | 962-               | 2.7-  | 1.8            | 1.7  |
| MICHELOB ULTRA **(EST)**   | ANHEUSER-BUSCH INC.        | 11           | 36,850                  | 33,315  | 3,535-             | 9.6-  | 1.9            | 1.7  |
| KEYSTONE LIGHT             | ADOLPH COORS BREWING CO.   | 12           | 29,659                  | 30,847  | 1,188              | 4.0   | 1.5            | 1.6  |
| MILWAUKEE'S BEST LIGHT     | SAB MILLER, PLC            | 13           | 28,850                  | 28,079  | 771-               | 2.7-  | 1.5            | 1.4  |
| LABATT BLUE                | LABATT USA                 | 14           | 20,922                  | 21,438  | 516                | 2.5   | 1.1            | 1.1  |
| BUD LIGHT LIME **(EST)**   | ANHEUSER-BUSCH INC.        | 15           | 22,148                  | 20,724  | 1,424-             | 6.4-  | 1.1            | 1.1  |
| MILLER GENUINE DRAFT       | SAB MILLER, PLC            | 16           | 22,288                  | 20,528  | 1,760-             | 7.9-  | 1.1            | 1.1  |
| MILWAUKEE'S BEST           | SAB MILLER, PLC            | 17           | 20,436                  | 19,588  | 848-               | 4.1-  | 1.0            | 1.0  |
| HEINEKEN **(EST)**         | HEINEKEN USA               | 18           | 20,629                  | 19,323  | 1,306-             | 6.3-  | 1.0            | 1.0  |
| CORONA EXTRA               | CROWN IMPORTS              | 19           | 19,969                  | 19,215  | 754-               | 3.8-  | 1.0            | 1.0  |
| PABST                      | PABST BREWING COMPANY      | 20           | 17,555                  | 18,645  | 1,090              | 6.2   | .9             | 1.0  |
| BUDWEISER SELECT **(EST)** | ANHEUSER-BUSCH INC.        | 21           | 21,675                  | 17,514  | 4,161-             | 19.2- | 1.1            | .9   |
| STEEL RESERVE HIGH GRAVITY | SAB MILLER, PLC            | 22           | 16,097                  | 15,191  | 906-               | 5.6-  | .8             | .8   |
| NATURAL ICE **(EST)**      | ANHEUSER-BUSCH INC.        | 23           | 14,510                  | 14,708  | 198                | 1.4   | .7             | .8   |
| MICHELOB LIGHT **(EST)**   | ANHEUSER-BUSCH INC.        | 24           | 15,786                  | 14,392  | 1,394-             | 8.8-  | .8             | .7   |
| SMIRNOFF **(EST)**         | DIAGEO-GUINNESS USA        | 25           | 15,455                  | 14,360  | 1,095-             | 7.1-  | .8             | .7   |
| MIKE'S BRANDS **(EST)**    | MARK ANTHONY BRANDS        | 26           | 11,098                  | 13,101  | 2,003              | 18.0  | .6             | .7   |
| ICEHOUSE                   | SAB MILLER, PLC            | 27           | 12,708                  | 11,920  | 788-               | 6.2-  | .6             | .6   |
| COLT 45                    | PABST BREWING COMPANY      | 28           | 14,401                  | 11,055  | 3,346-             | 23.2- | .7             | .6   |
| KING COBRA **(EST)**       | ANHEUSER-BUSCH INC.        | 29           | 10,936                  | 10,702  | 234-               | 2.1-  | .6             | .5   |
| GUINNESS STOUT **(EST)**   | DIAGEO-GUINNESS USA        | 30           | 10,573                  | 9,796   | 777-               | 7.3-  | .5             | .5   |
| S ADAMS WINTER             | BOSTON BEER COMPANY        | 31           | 8,348                   | 9,292   | 944                | 11.3  | .4             | .5   |
| KILLIAN LAGER              | ADOLPH COORS BREWING CO.   | 32           | 9,324                   | 8,705   | 619-               | 6.6-  | .5             | .4   |
| LABATT ICE                 | LABATT USA                 | 33           | 7,903                   | 8,267   | 364                | 4.6   | .4             | .4   |
| ROLLING ROCK **(EST)**     | ANHEUSER-BUSCH INC.        | 34           | 7,555                   | 7,969   | 414                | 5.5   | .4             | .4   |
| GENESEE BEER               | HIGH FALLS BREWING COMPANY | 35           | 6,812                   | 7,717   | 905                | 13.3  | .3             | .4   |
| BLUE MOON BELGN WHITE ALE  | ADOLPH COORS BREWING CO.   | 36           | 7,382                   | 7,360   | 22-                | .3-   | .4             | .4   |
| MILLER HIGH LIFE LIGHT     | SAB MILLER, PLC            | 37           | 7,391                   | 6,820   | 571-               | 7.7-  | .4             | .3   |
| OLD MILWAUKEE LIGHT        | PABST BREWING COMPANY      | 38           | 8,779                   | 6,784   | 1,995-             | 22.7- | .4             | .3   |
| LABATT BLUE LIGHT          | LABATT USA                 | 39           | 5,171                   | 6,412   | 1,241              | 24.0  | .3             | .3   |
| SAMUEL ADAMS LAGER         | BOSTON BEER COMPANY        | 40           | 6,040                   | 5,676   | 364-               | 6.0-  | .3             | .3   |
| OLDE ENGLISH               | SAB MILLER, PLC            | 41           | 5,517                   | 5,282   | 235-               | 4.3-  | .3             | .3   |
| MODELO ESPECIAL            | CROWN IMPORTS              | 42           | 4,545                   | 4,988   | 443                | 9.7   | .2             | .3   |
| MICHELOB AMBER **(EST)**   | ANHEUSER-BUSCH INC.        | 43           | 5,428                   | 4,657   | 771-               | 14.2- | .3             | .2   |
| OLD MILWAUKEE              | PABST BREWING COMPANY      | 44           | 6,803                   | 4,519   | 2,284-             | 33.6- | .3             | .2   |

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2009 -- 24/12 OZ. CASE EQUIVALENTS --

| BRAND                      | BREWER / IMPORTER          | 2009<br>RANK | --- CURRENT QUARTER --- |           | ----- CHANGE ----- |       | MARKET SHARE % |      |
|----------------------------|----------------------------|--------------|-------------------------|-----------|--------------------|-------|----------------|------|
|                            |                            |              | -2008-                  | -2009-    | -AMOUNT-           | -%-   | 2008           | 2009 |
| BUD LIGHT **(EST)**        | ANHEUSER-BUSCH INC.        | 1            | 4,892,756               | 5,086,795 | 194,039            | 4.0   | 19.5           | 20.6 |
| MILLER LITE                | SAB MILLER, PLC            | 2            | 2,350,820               | 2,154,690 | 196,130-           | 8.3-  | 9.4            | 8.7  |
| BUDWEISER **(EST)**        | ANHEUSER-BUSCH INC.        | 3            | 2,210,140               | 2,071,850 | 138,290-           | 6.3-  | 8.8            | 8.4  |
| BUSCH LIGHT **(EST)**      | ANHEUSER-BUSCH INC.        | 4            | 1,763,834               | 1,843,192 | 79,358             | 4.5   | 7.0            | 7.5  |
| NATURAL LIGHT **(EST)**    | ANHEUSER-BUSCH INC.        | 5            | 1,490,822               | 1,543,454 | 52,632             | 3.5   | 5.9            | 6.2  |
| BUSCH **(EST)**            | ANHEUSER-BUSCH INC.        | 6            | 1,419,138               | 1,393,930 | 25,208-            | 1.8-  | 5.7            | 5.6  |
| COORS LIGHT                | ADOLPH COORS BREWING CO.   | 7            | 1,111,705               | 1,099,300 | 12,405-            | 1.1-  | 4.4            | 4.5  |
| MILLER HIGH LIFE           | SAB MILLER, PLC            | 8            | 812,431                 | 808,588   | 3,843-             | .5-   | 3.2            | 3.3  |
| MILWAUKEE'S BEST ICE       | SAB MILLER, PLC            | 9            | 630,397                 | 618,313   | 12,084-            | 1.9-  | 2.5            | 2.5  |
| BUD ICE **(EST)**          | ANHEUSER-BUSCH INC.        | 10           | 480,836                 | 467,820   | 13,016-            | 2.7-  | 1.9            | 1.9  |
| MICHELOB ULTRA **(EST)**   | ANHEUSER-BUSCH INC.        | 11           | 472,242                 | 426,598   | 45,644-            | 9.7-  | 1.9            | 1.7  |
| KEYSTONE LIGHT             | ADOLPH COORS BREWING CO.   | 12           | 402,989                 | 419,236   | 16,247             | 4.0   | 1.6            | 1.7  |
| MILWAUKEE'S BEST LIGHT     | SAB MILLER, PLC            | 13           | 391,277                 | 380,554   | 10,723-            | 2.7-  | 1.6            | 1.5  |
| BUD LIGHT LIME **(EST)**   | ANHEUSER-BUSCH INC.        | 14           | 305,214                 | 285,600   | 19,614-            | 6.4-  | 1.2            | 1.2  |
| MILWAUKEE'S BEST           | SAB MILLER, PLC            | 15           | 279,399                 | 267,678   | 11,721-            | 4.2-  | 1.1            | 1.1  |
| CORONA EXTRA               | CROWN IMPORTS              | 16           | 275,217                 | 264,840   | 10,377-            | 3.8-  | 1.1            | 1.1  |
| MILLER GENUINE DRAFT       | SAB MILLER, PLC            | 17           | 287,566                 | 264,096   | 23,470-            | 8.2-  | 1.1            | 1.1  |
| HEINEKEN **(EST)**         | HEINEKEN USA               | 18           | 273,235                 | 257,012   | 16,223-            | 5.9-  | 1.1            | 1.0  |
| PABST                      | PABST BREWING COMPANY      | 19           | 222,833                 | 229,443   | 6,610              | 3.0   | .9             | .9   |
| LABATT BLUE                | LABATT USA                 | 20           | 209,253                 | 219,937   | 10,684             | 5.1   | .8             | .9   |
| BUDWEISER SELECT **(EST)** | ANHEUSER-BUSCH INC.        | 21           | 269,840                 | 216,004   | 53,836-            | 20.0- | 1.1            | .9   |
| STEEL RESERVE HIGH GRAVITY | SAB MILLER, PLC            | 22           | 221,844                 | 209,353   | 12,491-            | 5.6-  | .9             | .8   |
| NATURAL ICE **(EST)**      | ANHEUSER-BUSCH INC.        | 23           | 199,988                 | 202,712   | 2,724              | 1.4   | .8             | .8   |
| SMIRNOFF **(EST)**         | DIAGEO-GUINNESS USA        | 24           | 212,988                 | 197,908   | 15,080-            | 7.1-  | .9             | .8   |
| MIKE'S BRANDS **(EST)**    | MARK ANTHONY BRANDS        | 25           | 152,950                 | 180,557   | 27,607             | 18.0  | .6             | .7   |
| MICHELOB LIGHT **(EST)**   | ANHEUSER-BUSCH INC.        | 26           | 189,852                 | 174,402   | 15,450-            | 8.1-  | .8             | .7   |
| ICEHOUSE                   | SAB MILLER, PLC            | 27           | 171,012                 | 160,112   | 10,900-            | 6.4-  | .7             | .6   |
| COLT 45                    | PABST BREWING COMPANY      | 28           | 198,526                 | 152,425   | 46,101-            | 23.2- | .8             | .6   |
| KING COBRA **(EST)**       | ANHEUSER-BUSCH INC.        | 29           | 150,716                 | 147,500   | 3,216-             | 2.1-  | .6             | .6   |
| LABATT ICE                 | LABATT USA                 | 30           | 108,970                 | 113,975   | 5,005              | 4.6   | .4             | .5   |
| ROLLING ROCK **(EST)**     | ANHEUSER-BUSCH INC.        | 31           | 101,980                 | 107,374   | 5,394              | 5.3   | .4             | .4   |
| GENESEE BEER               | HIGH FALLS BREWING COMPANY | 32           | 81,492                  | 95,883    | 14,391             | 17.7  | .3             | .4   |
| MILLER HIGH LIFE LIGHT     | SAB MILLER, PLC            | 33           | 101,435                 | 93,587    | 7,848-             | 7.7-  | .4             | .4   |
| OLD MILWAUKEE LIGHT        | PABST BREWING COMPANY      | 34           | 113,338                 | 91,772    | 21,566-            | 19.0- | .5             | .4   |
| S ADAMS WINTER             | BOSTON BEER COMPANY        | 35           | 83,197                  | 88,245    | 5,048              | 6.1   | .3             | .4   |
| OLDE ENGLISH               | SAB MILLER, PLC            | 36           | 76,046                  | 72,817    | 3,229-             | 4.2-  | .3             | .3   |
| KILLIAN LAGER              | ADOLPH COORS BREWING CO.   | 37           | 77,068                  | 72,742    | 4,326-             | 5.6-  | .3             | .3   |
| MODELO ESPECIAL            | CROWN IMPORTS              | 38           | 62,677                  | 67,707    | 5,030              | 8.0   | .3             | .3   |
| OLD MILWAUKEE              | PABST BREWING COMPANY      | 39           | 92,238                  | 61,176    | 31,062-            | 33.7- | .4             | .2   |
| MAGNUM MALT                | SAB MILLER, PLC            | 40           | 59,419                  | 55,980    | 3,439-             | 5.8-  | .2             | .2   |
| LABATT BLUE LIGHT          | LABATT USA                 | 41           | 49,621                  | 55,852    | 6,231              | 12.6  | .2             | .2   |
| SAMUEL ADAMS LAGER         | BOSTON BEER COMPANY        | 42           | 62,019                  | 55,037    | 6,982-             | 11.3- | .2             | .2   |
| GUINNESS STOUT **(EST)**   | DIAGEO-GUINNESS USA        | 43           | 55,569                  | 52,805    | 2,764-             | 5.0-  | .2             | .2   |
| CORONA LIGHT               | CROWN IMPORTS              | 44           | 28,597                  | 51,604    | 23,007             | 80.5  | .1             | .2   |

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2009 -- TOTAL DRAFT --

| BRAND                      | BREWER / IMPORTER          | 2009<br>RANK | --- CURRENT QUARTER --- |        | ----- CHANGE ----- |       | MARKET SHARE % |      |
|----------------------------|----------------------------|--------------|-------------------------|--------|--------------------|-------|----------------|------|
|                            |                            |              | -2008-                  | -2009- | -AMOUNT-           | -%-   | 2008           | 2009 |
| BUD LIGHT **(EST)**        | ANHEUSER-BUSCH INC.        | 1            | 53,972                  | 51,843 | 2,129-             | 3.9-  | 32.2           | 31.9 |
| MILLER LITE                | SAB MILLER, PLC            | 2            | 30,244                  | 29,428 | 816-               | 2.7-  | 18.1           | 18.1 |
| BUDWEISER **(EST)**        | ANHEUSER-BUSCH INC.        | 3            | 14,534                  | 13,067 | 1,467-             | 10.1- | 8.7            | 8.0  |
| COORS LIGHT                | ADOLPH COORS BREWING CO.   | 4            | 7,923                   | 7,695  | 228-               | 2.9-  | 4.7            | 4.7  |
| GUINNESS STOUT **(EST)**   | DIAGEO-GUINNESS USA        | 5            | 6,543                   | 5,966  | 577-               | 8.8-  | 3.9            | 3.7  |
| LABATT BLUE                | LABATT USA                 | 6            | 5,742                   | 5,483  | 259-               | 4.5-  | 3.4            | 3.4  |
| BLUE MOON BELGN WHITE ALE  | ADOLPH COORS BREWING CO.   | 7            | 4,437                   | 4,299  | 138-               | 3.1-  | 2.6            | 2.6  |
| KILLIAN LAGER              | ADOLPH COORS BREWING CO.   | 8            | 3,733                   | 3,428  | 305-               | 8.2-  | 2.2            | 2.1  |
| S ADAMS WINTER             | BOSTON BEER COMPANY        | 9            | 2,312                   | 2,890  | 578                | 25.0  | 1.4            | 1.8  |
| NATURAL LIGHT **(EST)**    | ANHEUSER-BUSCH INC.        | 10           | 2,320                   | 2,479  | 159                | 6.9   | 1.4            | 1.5  |
| LABATT BLUE LIGHT          | LABATT USA                 | 11           | 1,574                   | 2,366  | 792                | 50.3  | .9             | 1.5  |
| MICHELOB AMBER **(EST)**   | ANHEUSER-BUSCH INC.        | 12           | 2,602                   | 2,362  | 240-               | 9.2-  | 1.6            | 1.5  |
| MICHELOB ULTRA **(EST)**   | ANHEUSER-BUSCH INC.        | 13           | 2,583                   | 2,358  | 225-               | 8.7-  | 1.5            | 1.5  |
| PABST                      | PABST BREWING COMPANY      | 14           | 1,390                   | 2,003  | 613                | 44.1  | .8             | 1.2  |
| BUDWEISER SELECT **(EST)** | ANHEUSER-BUSCH INC.        | 15           | 2,096                   | 1,840  | 256-               | 12.2- | 1.3            | 1.1  |
| STELLA ARTOIS **(EST)**    | ANHEUSER-BUSCH INC.        | 16           | 1,728                   | 1,815  | 87                 | 5.0   | 1.0            | 1.1  |
| MICHELOB LIGHT **(EST)**   | ANHEUSER-BUSCH INC.        | 17           | 2,010                   | 1,738  | 272-               | 13.5- | 1.2            | 1.1  |
| SAMUEL ADAMS LAGER         | BOSTON BEER COMPANY        | 18           | 1,542                   | 1,686  | 144                | 9.3   | .9             | 1.0  |
| MILLER GENUINE DRAFT       | SAB MILLER, PLC            | 19           | 1,421                   | 1,365  | 56-                | 3.9-  | .8             | .8   |
| HARP LAGER **(EST)**       | DIAGEO-GUINNESS USA        | 20           | 1,251                   | 1,092  | 159-               | 12.7- | .7             | .7   |
| BASS **(EST)**             | ANHEUSER-BUSCH INC.        | 21           | 1,154                   | 1,045  | 109-               | 9.4-  | .7             | .6   |
| BUSCH **(EST)**            | ANHEUSER-BUSCH INC.        | 22           | 1,008                   | 1,016  | 8                  | .8    | .6             | .6   |
| MOLSON CANADIAN            | ADOLPH COORS BREWING CO.   | 23           | 1,081                   | 968    | 113-               | 10.5- | .6             | .6   |
| BUSCH LIGHT **(EST)**      | ANHEUSER-BUSCH INC.        | 24           | 934                     | 962    | 28                 | 3.0   | .6             | .6   |
| GENESEE BEER               | HIGH FALLS BREWING COMPANY | 25           | 902                     | 762    | 140-               | 15.5- | .5             | .5   |
| LEINENKUGEL SUNSET WHEAT   | SAB MILLER, PLC            | 26           | 679                     | 685    | 6                  | .9    | .4             | .4   |
| BELL'S BEERS               | BELL'S BREWERY             | 27           | 0                       | 683    | 683                | .0    | .0             | .4   |
| HEINEKEN **(EST)**         | HEINEKEN USA               | 28           | 802                     | 673    | 129-               | 16.1- | .5             | .4   |
| MILLER HIGH LIFE           | SAB MILLER, PLC            | 29           | 642                     | 664    | 22                 | 3.4   | .4             | .4   |
| GOOSE ISL. BRANDS          | FULTON STREET BREWERY      | 30           | 558                     | 504    | 54-                | 9.7-  | .3             | .3   |
| FOSTER'S LAGER             | FOSTERS BREWERIES USA      | 31           | 491                     | 470    | 21-                | 4.3-  | .3             | .3   |
| HONEY LAGER                | HIGH FALLS BREWING COMPANY | 32           | 330                     | 470    | 140                | 42.4  | .2             | .3   |
| SIERRA NEVADA PALE ALE     | SIERRA NEVADA BREWING      | 33           | 454                     | 466    | 12                 | 2.6   | .3             | .3   |
| MILWAUKEE'S BEST LIGHT     | SAB MILLER, PLC            | 34           | 457                     | 464    | 7                  | 1.5   | .3             | .3   |
| KEYSTONE LIGHT             | ADOLPH COORS BREWING CO.   | 35           | 416                     | 425    | 9                  | 2.2   | .2             | .3   |
| MAGIC HAT #9               | INDEPENDENT BREWERS UNITED | 36           | 0                       | 346    | 346                | .0    | .0             | .2   |
| SHOCK TOP **(EST)**        | ANHEUSER-BUSCH INC.        | 37           | 344                     | 336    | 8-                 | 2.3-  | .2             | .2   |
| MICHELOB **(EST)**         | ANHEUSER-BUSCH INC.        | 38           | 393                     | 328    | 65-                | 16.5- | .2             | .2   |
| ICEHOUSE                   | SAB MILLER, PLC            | 39           | 300                     | 303    | 3                  | 1.0   | .2             | .2   |
| DOS EQUIS AMBER **(EST)**  | HEINEKEN USA               | 40           | 294                     | 253    | 41-                | 13.9- | .2             | .2   |
| SMITHWICKS **(EST)**       | DIAGEO-GUINNESS USA        | 41           | 250                     | 231    | 19-                | 7.6-  | .1             | .1   |
| WARSTEINER DUNKLE          | WARSTEINER IMPORTERS       | 42           | 154                     | 204    | 50                 | 32.5  | .1             | .1   |
| HOEGAARDEN **(EST)**       | ANHEUSER-BUSCH INC.        | 43           | 226                     | 195    | 31-                | 13.7- | .1             | .1   |
| ROLLING ROCK **(EST)**     | ANHEUSER-BUSCH INC.        | 44           | 156                     | 178    | 22                 | 14.1  | .1             | .1   |

BEVERAGE MARKETING CORPORATION  
OHIO BREWER/IMPORTER ANALYSIS  
DECEMBER, 2009                      -- TOTAL BARRELS --

| BREWER/IMPORTER - BRAND     | --- CURRENT QUARTER --- |         | ----- CHANGE ----- |        | BREWER SHARE % |       |
|-----------------------------|-------------------------|---------|--------------------|--------|----------------|-------|
|                             | -2008-                  | -2009-  | -AMOUNT-           | -%-    | 2008           | 2009  |
| ADOLPH COORS BREWING CO.    |                         |         |                    |        |                |       |
| COORS LIGHT                 | 88,597                  | 87,468  | 1,129-             | 1.3-   | 59.0           | 59.0  |
| KEYSTONE LIGHT              | 29,659                  | 30,847  | 1,188              | 4.0    | 19.8           | 20.8  |
| KILLIAN LAGER               | 9,324                   | 8,705   | 619-               | 6.6-   | 6.2            | 5.9   |
| BLUE MOON BELGN WHITE ALE   | 7,382                   | 7,360   | 22-                | .3-    | 4.9            | 5.0   |
| MOLSON CANADIAN             | 4,736                   | 4,384   | 352-               | 7.4-   | 3.2            | 3.0   |
| MOLSON ICE                  | 2,919                   | 2,736   | 183-               | 6.3-   | 1.9            | 1.8   |
| COORS                       | 2,631                   | 2,428   | 203-               | 7.7-   | 1.8            | 1.6   |
| BLUE MOON WINTER            | 1,033                   | 1,025   | 8-                 | .8-    | .7             | .7    |
| MOLSON XXX                  | 1,170                   | 1,003   | 167-               | 14.3-  | .8             | .7    |
| MOLSON GOLDEN               | 955                     | 878     | 77-                | 8.1-   | .6             | .6    |
| KEYSTONE ICE                | 564                     | 569     | 5                  | .9     | .4             | .4    |
| KEYSTONE                    | 365                     | 338     | 27-                | 7.4-   | .2             | .2    |
| COORS EXTRA GOLD            | 350                     | 326     | 24-                | 6.9-   | .2             | .2    |
| MOLSON LIGHT                | 295                     | 255     | 40-                | 13.6-  | .2             | .2    |
| ZIMA                        | 102                     | 0       | 102-               | 100.0- | .1             | .0    |
| TOTALS                      | 150,082                 | 148,322 | 1,760-             | 1.2-   | 100.0          | 100.0 |
| ANDERSON VALLEY BREWING CO. |                         |         |                    |        |                |       |
| HOP OTTIN' I P A            | 14                      | 16      | 2                  | 14.3   | 45.2           | 50.0  |
| WINTER SOLSTICE ALE         | 6                       | 10      | 4                  | 66.7   | 19.4           | 31.3  |
| BARNEY FLATS                | 8                       | 6       | 2-                 | 25.0-  | 25.8           | 18.8  |
| BELKS ESB                   | 2                       | 0       | 2-                 | 100.0- | 6.5            | .0    |
| BOONT AMBER ALE             | 1                       | 0       | 1-                 | 100.0- | 3.2            | .0    |
| TOTALS                      | 31                      | 32      | 1                  | 3.2    | 100.0          | 100.0 |
| ANHEUSER-BUSCH INC.         |                         |         |                    |        |                |       |
| BUD LIGHT **(EST)**         | 409,029                 | 420,982 | 11,953             | 2.9    | 35.9           | 37.1  |
| BUDWEISER **(EST)**         | 174,920                 | 163,418 | 11,502-            | 6.6-   | 15.4           | 14.4  |
| BUSCH LIGHT **(EST)**       | 128,932                 | 134,719 | 5,787              | 4.5    | 11.3           | 11.9  |
| NATURAL LIGHT **(EST)**     | 110,505                 | 114,484 | 3,979              | 3.6    | 9.7            | 10.1  |
| BUSCH **(EST)**             | 103,993                 | 102,171 | 1,822-             | 1.8-   | 9.1            | 9.0   |
| BUD ICE **(EST)**           | 35,012                  | 34,050  | 962-               | 2.7-   | 3.1            | 3.0   |
| MICHELOB ULTRA **(EST)**    | 36,850                  | 33,315  | 3,535-             | 9.6-   | 3.2            | 2.9   |
| BUD LIGHT LIME **(EST)**    | 22,148                  | 20,724  | 1,424-             | 6.4-   | 1.9            | 1.8   |
| BUDWEISER SELECT **(EST)**  | 21,675                  | 17,514  | 4,161-             | 19.2-  | 1.9            | 1.5   |
| NATURAL ICE **(EST)**       | 14,510                  | 14,708  | 198                | 1.4    | 1.3            | 1.3   |
| MICHELOB LIGHT **(EST)**    | 15,786                  | 14,392  | 1,394-             | 8.8-   | 1.4            | 1.3   |
| KING COBRA **(EST)**        | 10,936                  | 10,702  | 234-               | 2.1-   | 1.0            | .9    |
| ROLLING ROCK **(EST)**      | 7,555                   | 7,969   | 414                | 5.5    | .7             | .7    |
| MICHELOB AMBER **(EST)**    | 5,428                   | 4,657   | 771-               | 14.2-  | .5             | .4    |
| STELLA ARTOIS **(EST)**     | 3,730                   | 3,942   | 212                | 5.7    | .3             | .3    |
| MICHELOB **(EST)**          | 4,163                   | 3,856   | 307-               | 7.4-   | .4             | .3    |
| LAND SHARK **(EST)**        | 3,988                   | 2,807   | 1,181-             | 29.6-  | .4             | .2    |