



Media Release

NLC Signs 5-Year Contract to Produce Lemon Hart Rum

St. John's, NL, May 10, 2010 – The Newfoundland Labrador Liquor Corporation (NLC) announced today that it has entered into a five-year contract with Mosaiq Inc. to produce Lemon Hart Rum at the NLC's manufacturing facility in St. John's, Newfoundland and Labrador. This is the second major five-year contract secured by the NLC within a week as last week the NLC entered into a five-year contract to produce Crystal Head Vodka at its St. John's facility.

In the late 18th century, Mr. Lehmyynn (Lemon) Hart became the first supplier of rum to the British Royal Navy and subsequently established the Lemon Hart Rum Company in London, England, in 1804. Casks of the finest rums were brought across the high seas from the Caribbean and crafted into a rare and magnificent product which today, over two centuries later, remains a premium quality spirit savoured by discerning rum drinkers around the world. In Canada, the Lemon Hart brand has long been the favorite choice of imported dark rum consumers.

"We are very pleased to add another bottling contract to our portfolio of products produced in Newfoundland and Labrador," said Steve Winter, President and CEO of the NLC. "We have made investments in our bottling plant to ensure that we are in a position to secure more bottling contracts and increase our production capabilities."

"Lemon Hart is truly the most historically significant brand of rum in the world today", said Michael Szczepaniuk, Executive Vice President, Mosaiq. "Over the centuries, the brand's commitment to craftsmanship has been nurtured through the dedication and integrity of the many individuals entrusted with this tradition. We are excited that the team at the NLC is now part of this time-honoured tradition of craftsmanship and dedication to quality and excellence."

The Newfoundland Labrador Liquor Corporation (NLC) is a Provincial Crown Corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC operates 24 Corporate Liquor Stores, services 118 Liquor

Express agency operated locations and distributes to more than 1,700 licensees. NLC is a manufacturer responsible for blending and bottling high-quality spirits destined for domestic and international markets including Screech, Old Sam, Ragged Rock, Shiver Vodka and Gin, Amherst Gate Whisky, Crystal Head Vodka and Iceberg Vodka, Rum and Gin.

Mosaiq is a leading marketer of beverage alcohol brands with a prestigious portfolio across the wine, imported beer, ready-to-drink and spirits categories. Established in 1998, Mosaiq is an independently owned company firmly dedicated to building brands that complement the lifestyles of today's discerning consumers.

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