

PRESS RELEASE

Effective April 6, 2008 the Newfoundland Labrador Liquor Corporation (NLC) has implemented price changes for many of its products. The NLC has continued with the pricing philosophy adopted in 2006 which provides greater value by volume for the 750ml package size relative to a 375ml package size of the same brand, while a 1140ml will be a greater value than a 750ml. The NLC has further enhanced this policy allowing for greater value to the consumer on a volume basis for package sizes of 1750ml and above.

Price changes in large part have been driven by increased prices from our suppliers due to rising energy costs, operational cost changes and changes in foreign exchange rates.

The following are examples of price changes on April 6, 2008 for some popular products:

- Lamb's Palm Breeze and Old Sam, which are popular mainstream rums, will *increase* 2% or \$0.50, from \$23.49 to \$23.99, for a 750ml size. The 1140ml size will go from \$34.59 to \$35.39, and the 1750ml size will go from \$53.12 to \$53.19. The 375ml size will increase from \$12.87 to \$13.18.
- Kahlua Coffee liqueur, which is imported from the U.S.A., will *decrease* 4%, from \$28.24 to \$27.15, for the 750ml size. The 375ml size will *decrease* from \$15.65 to \$15.10.
- Baby Duck and Cold Duck will *increase* \$0.13, from \$8.52 to \$8.65, for a 750ml bottle.
- Jackson Triggs Cabernet and Merlot, two domestic wines, will *decrease* from \$10.89 to \$9.97 for a 750ml bottle.
- Wolf Blass Yellow Label (750ml), which is imported from Australia, will *increase* in price from \$16.84 to \$17.99.
- Iceberg Vodka and Smirnoff Vodka, which are popular premium vodkas, will *increase* 1% or \$0.27 for the 750ml size from \$23.98 to \$24.25.
- Domestic beer is priced at \$21.79 per dozen, up from \$21.27 per dozen, a 2.4% increase. A half dozen will cost \$11.99, up from \$11.15. Beer sold in a 24 pack size will be priced at \$41.48 which, on a volume basis, offers the consumer a 5% discount relative to the 12 pack.

Prices for Spirits and Wines were previously adjusted on September 24, 2006. Beer and Refreshment Beverages were previously adjusted on July 1, 2006.

For any further enquiries, please contact Lillian Rose at (709) 724-1115.