



IDAHO STATE LIQUOR DIVISION

Executive Office of the Governor

C.L. "BUTCH" OTTER
GOVERNOR

JEFFREY R. ANDERSON
DIRECTOR

June 6, 2012

Mr. John F. Challenger
Elite Spirits Distribution
2670 S. Featherly Way
Boise, Idaho 83704

Via electronic mail and Certified U.S. Mail, Return Receipt Requested

Dear Mr. Challenger:

I am in receipt of correspondence from Jonathan Turley, counsel to Ogden's Own. The Idaho State Liquor Division shares a desire to avoid unnecessary litigation costs to Ogden's Own and the people of Idaho. In this spirit and with that intent, the Idaho State Liquor Division (ISLD) will immediately begin accepting and processing special order requests for the "Five Wives" vodka brand.

I apologize for comments reported in the media that may have led consumers to believe "Five Wives" is an inferior vodka product.

We will use the price quotation you provided to Howard Wasserstein on June 4, 2012 at 6:27 PM to price and process special order requests. We will advise you as to the quantities needed to fulfill on-premise licensee and retail consumer orders as soon as they can be determined.

As we've discussed, the ISLD will be conducting our regular business planning sessions with brokers and their suppliers in July and August to discuss plans for your brands throughout the second half of the year. You and your suppliers are encouraged to attend. If you have questions, please contact Mr. Wasserstein directly.

Sincerely,

A handwritten signature in blue ink, appearing to read "J Anderson".

Jeffrey R. Anderson
Director – Idaho State Liquor Division

C: Mr. Steve Conlin, Ogden's Own
Mr. Timothy Smith, Ogden's Own
Mr. Tim Davis, Idaho Deputy Attorney General
Ms. Kay Bennett, Idaho State Liquor Division
Mr. Howard Wasserstein, Idaho State Liquor Division