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To: All SE Wholesaler and Trade Partners

From: Steve Rowland  
SE Regional Manager-Pasternak Wines

Date: March 9, 2010

Re: Announcement of William Harrison Hire for the Southeast Region

Dear All,

I hope this letter finds you all well and thawed out from the winter of 2009 and 2010.

It is with great enthusiasm that Pasternak announces our new Regional Accounts Manager for the Southeast, William 'Bill' Harrison.

Bill brings over 25+ years of experience in the Wine Industry, working in Retail, wholesale and now in the supplier arena.

Bill lives in Atlanta and will be working the entire SE Region, reporting to me.

Please join me in welcoming William 'Bill' Harrison, to Pasternak.

All the Best,

Steve

Steven M. Rowland  
Southeast Regional Manager  
Pasternak Wine Imports