



Memo

Date: July 12, 2007

To: All Distributor Principals, General Managers and Operations Managers

From: Ed McBrien, Coors Chief Revenue Officer/CNBC Co-Chair
Vance Reed, Coors National Business Council Co-Chair

Re: Distributor Purchasing Program Initiative

We are pleased to announce some really exciting news!

Last year, Coors and the National Business Council launched the Distributor Purchasing Program. The foundation for this program was built on the premise that leveraging “buying power” through numbers can deliver savings for all participating distributors. The Fleet, Forklift and Stretch Film buying programs have delivered cost benefits to those of you who have utilized the program.

In an effort to create even better value for the participants, Coors has reached an agreement with **Distributors Solutions, LLC (“DSI”)** to develop a broader purchasing program to include more goods.

DSI is a Colorado-based company that will be located initially in Golden, CO. It is owned and operated independent of Coors. DSI’s principals are:

- **Stephen Largan, Chairman.** Mr. Largan is Managing Director at a Denver-based private equity firm. He formerly was President of MacDermid, an \$800 million Denver-based specialty chemical company and, prior to that, a finance executive at GRI, a procurement and supply solutions provider to the automotive industry.
- **Salim Haji, CEO.** Mr. Haji formerly was a Vice President and Senior Partner at Mercer Management Consulting and has worked with Coors and its distributors on a variety of strategic projects since March 2006.
- **Ron Manwiller, Chief Purchasing Officer.** Mr. Manwiller formerly was Vice President Worldwide Sourcing for DuPont.
- **Ali Magel, Business Manager.**

Stephen, Salim, Ron and Ali are dynamic individuals who bring tremendous experience and business savvy to a buying program that we are confident will meet our collective expectations.

As we have communicated in the past, a collective buying program can only realize success by your commitment to fully participate. Please share this information with those individuals in your organization who are responsible for the purchasing function. In the next month, you can expect communications directly from DSI that will provide details on DSI's contact information, communication process and programming. In the interim, you can learn more about DSI on its website: www.distributorssolutions.com

Please join us in welcoming Stephen, Salim, Ron and Ali, as they take the distributor purchasing program to new levels for your benefit!