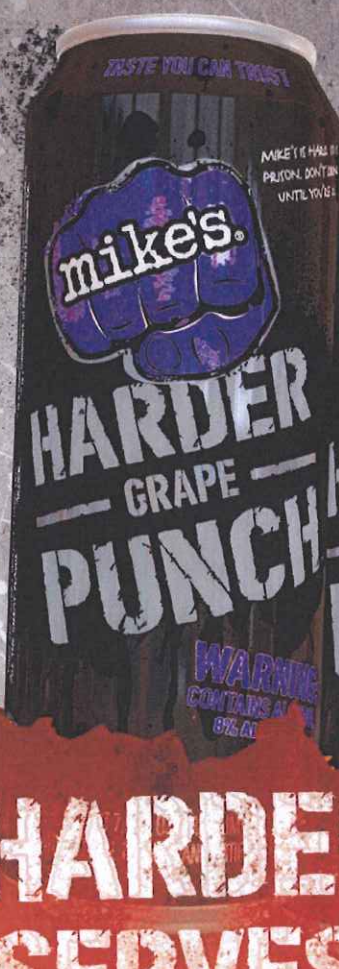
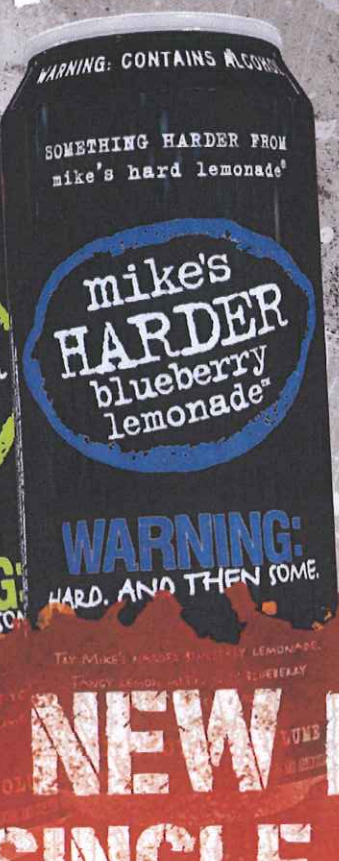


NEW!



4 NEW HARDER SINGLE SERVES

- MIKE'S HARDER LEMONADE® -
TWO INNOVATIVE FLAVORS FROM THE LEADING
16oz HIGH ABV SINGLE SERVE BRAND

- **mike's HARDER limeade™**: One of our most popular lemonade varieties now available in HARDER. Our own superior limeade flavor – super juicy, super delicious.
- **mike's HARDER blueberry lemonade™**: Two great flavors in one can – a never before seen flavor of mike's®!

THE BEST TASTING 8% ABV PAB IN A 16OZ CAN
In distributor warehouses February 2011

- MIKE'S HARDER PUNCH® -
TWO PERFECT ADDITIONS TO OUR 23.5oz
HIGH ABV SINGLE SERVE BRAND

- **mike's HARDER GRAPE PUNCH®**: A punch of bold grape with hints of field fresh berries!
- **mike's HARDER ORANGE CITRUS PUNCH®**: A perfect blend of 5 citruses: Florida orange taste with ruby red grapefruit, lemon, lime and mandarin orange.

THE BEST TASTING 8% ABV PAB IN A 23.5OZ CAN
In distributor warehouses February 2011