



Exhibit A1



Exhibit A2

Four :: Fanatics :: Photos - Windows Internet Explorer

http://www.atlasrind.com/sites/drinkfour/#/fanatics/photos/

File Edit View Favorites Tools Help

Four :: Fanatics :: Photos

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photos

Sort by Date Added Highest Rated

Submit a Photo/Quote

best photo

Here at Four we like it when you guys and girls rip out, get weird and go all crazy. We like it even more if you have a camera around to capture your most ridiculous, out of control, sexy, fun, cuddly, zany, spicy, demented, screwball moments while drinking Four. If you're daring enough to submit a photo so provocative, absurd, uncivilized, titillating, uninhibited or fierce that we deem it the "Photo Contest Winner," we'll send you your pick of one of our hot new T-Shirts!

Photo Contest Winners

◀ Prev Page Page 2 of 10 Next Page ▶

EMAIL UPDATES SIGN UP

Four Lolo - Buy You A Drink VISIT FOUR ON myspace facebook YouTube

YOU MUST BE 21+ YEARS OF AGE TO PURCHASE AND ENJOY FOUR. PLEASE DRINK RESPONSIBLY. VISIT DRINKFOUR.EU

Four is 30% grape. Four is 70% grape. Four is 100% grape.

Done Internet 100%

CONFIDENTIAL

Exhibit B1

PPFTC0005884

Four :: Fanatics :: Photos - Windows Internet Explorer

http://www.atlasmind.com/sites/drinkfour/#/fanatics/photos/180/

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Four :: Fanatics :: Photos

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photos

Add to +facebook +myspace Email Photo X Close

Submit a Photo/Quote



Rate ★★★★★

best photo

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Photo Contest Winners



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Four Loko - Buy You A Drink VISIT FOUR ON myspace facebook YouTube

YOU MUST BE 21+ YEARS OF AGE TO PURCHASE AND ENJOY FOUR. PLEASE DRINK RESPONSIBLY. VISIT DRINKFOUR.EU

Four is 20% grape. 80% flavoured. 100% good.

Done Internet 100%

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Exhibit B2

PPFTC0005903

Four :: Fanatics :: Photos - Windows Internet Explorer

http://www.atlasmind.com/sites/drinkfour/#/fanatics/photos/158/

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photos

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Submit a Photo/Quote



Rate ★★★★★

best photo

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Photo Contest Winners



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Done Internet 100%

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Exhibit B3

PPFTC0005925

Four :: Fanatics :: Photos - Windows Internet Explorer
 http://www.atlasmind.com/sites/drinkfour/#/fanatics/photos/36/

File Edit View Favorites Tools Help Convert Select

Four :: Fanatics :: Photos

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first guy drank 1, second guy drank 2, third guy drank 3, fourth guy was on the ground
 Rate ★★★★★

best photo
 Here at Four we like it when you guys and girls rip out, get weird and go all crazy. We like it even more if you have a camera around to capture your most ridiculous, out of control, sexy, fun, cuddly, zany, spicy, demented, screwball moments while drinking Four. If you're daring enough to submit a photo so provocative, absurd, uncivilized, titillating, uninhibited or fierce that we deem it the "Photo Contest Winner," we'll send you your pick of one of our hot new T-Shirts!

Photo Contest Winners



EMAIL UPDATES SIGN UP Four Lolo - Buy You A Drink VISIT FOUR ON myspace facebook YouTube

YOU MUST BE 21+ YEARS OF AGE TO PURCHASE AND ENJOY FOUR. PLEASE DRINK RESPONSIBLY. VISIT DRINKFOUR.EU

Four is 30% ABV. Each 12 oz. can contains 15g carbs and 15g protein.

Done Internet 100%

CONFIDENTIAL

Exhibit B4

PPFTC0006055

The CRUSHING the competition LOKO and Earthquake rollout Incentive

Salesman

Four LOKO Placements

May 24th - June 30th



3+sku's in account = \$4.00 per placement

4-5 sku's in account = \$5.00 per placement

6-7 sku's in account = \$6.00 per placement

\$1.00 on all cases four loko cases sold during the month of July

Qualifier

- must be placed in singles door
- Must be merchandised with proper pricing and static.

Earthquake

May 24th - June 30th

\$5.00/ placement

\$0.50/case on all Earthquake cases sold in Month of July

Qualifier

- must be placed in singles door next to other budgets not four loko, priced in line with cheapest budget.
- Must be merchandised with proper pricing and static

Supervisors- Get paid out an average their teams overall payout

Co Op 50/50



www.drinkfour.com



Exhibit C2

Incentive

Placements

\$3 for 1 flavor

\$5 for 2 flavors

\$10 for all 3 flavors

Potential of \$10 per account!

*Not Stack them High Let them Fly
We want you to
Stack them low and let them go!!!*

Sell in 1 case of each flavor on first order

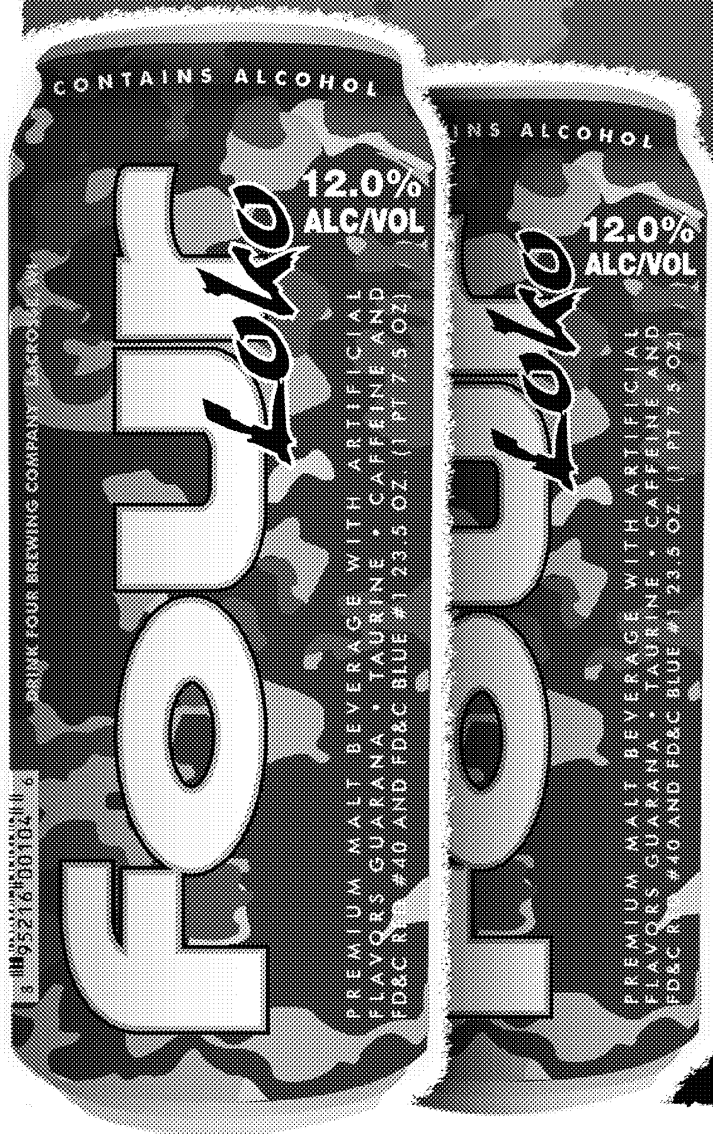


www.drinkfour.com

FOUR Loko

is a crazy fruit punch flavored blend of Caffeine, Guarana, Taurine, and 11% alcohol all packed into a

HUGE 23.5 oz. CAN



- Caffeinated Alcoholic Beverages are the fastest growing category in the alcohol industry

- 23.5 oz can singles are experiencing exponential growth

- High Profits for Distributors and Retailers

- At 11% Alc/Vol, LOKO is the highest alcohol content product in this category.

The only fruit punch flavored product in the Caffeinated Alcoholic Beverage category

**12%
ALCOHOL**



From: Jaisen Freeman [REDACTED]
Sent: Wednesday, October 21, 2009 12:22 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FOUR LOKO AND EARTHQUAKE
Attachments: FourLoko All Sellsheet 12% web[2].pdf; Earthquake_SS.pdf; FOUR LOKO Nielson in Convenience-Virginia YTD 2009.xls; Report - 7 11.pdf

Hi [REDACTED],

We have some new packages that I wanted to see if we could get approved in your system as all our Wisconsin Wholesalers are selling these new products.

Four loko is one of the fastest growing products in the country. I have attached a sell sheet and some competitive data from other areas. Four loko is approved and recommended for many national chains such as 7-11, Circle K, Speedway, Kroger, Hess, Sonoco, etc. All of our Wisconsin wholesalers do very well with this product set and are asking about the approval for Kwik Trip. I believe we have the loko fruit punch set up in your system but I wanted to get our watermelon and other flavors approved. Watermelon is the top selling single serve in the SE region of 7-11. Please see the attached.

Earthquake High Gravity Lager:

This product competes with Steel Reserve but has 12% alc/vol. We are seeing a great response from this product as the budget beer category is very popular and profitable right now.

Please let me know if I need to set up a meeting with you at your office or on the phone to discuss.

Thanks for your time and effort and I look forward to your response.

Jaisen Freeman
Phusion Projects
www.drinkfour.com

