



CALIFORNIA COOLER *Brand Overview*

Majestic Brands, producer of such products as Glacier Bay and Jason & Larry's Evil Spirits, is bringing back one of the most iconic names in light-alcoholic refreshment.

California Cooler, which originated the wine cooler category in 1981, was the preferred drink at backyard barbecues and comedy clubs, sipped by A-list celebrities and regular consumers alike. It sold over 20 million cases each year, sparking the ready-made beverage category and inspiring major and independent beverage companies to imitate its success.

In March 2007, after a fifteen-year hiatus, California Cooler returned to the market through the visionary commitment of Majestic Brands, which is producing and marketing a reformulated line adult refreshment beverages based on the popular original brand. Most wine- and spirit-based beverages switched to malt in the 1990s due to taxation and state-to-state sales channel restrictions; in contrast, the new California Cooler is the only brand available nationally to use real wine and juice as well as infused natural fruit flavors. The result is a clean, refreshing, delicious product that resonates with the casual California spirit. Its flavors include Coastal Citrus, Pomegranate Berry, Cranberry Grapefruit and White Peach.

California Cooler is expected to appeal to women, who consume up to 70% of adult refreshment beverages, whose beverage choices lean toward quality over quantity. Given the product's nostalgia cachet and premium taste, Majestic Brands expects the product to resonate with both mature consumers who fondly recall the original brand during the 1980s, as well as Gen X drinkers who seek refreshing alternatives to beer, wine and liquor. Its contemporary appeal can also be seen in its packaging: a clear, 12-oz. bottle that reveals the pastel hues of the product inside, color-matched labels with the California Cooler title graphic, sunburst logo and tagline ("Dream it...live it"), topped by a dark green cap.

Majestic Brands is rolling out California Cooler initially to Western states, expanding nationally by May, 2007. Packaged in six-packs, for appx. \$7.99 SRP, it is available in supermarkets, convenience and liquor stores. The company plans to broaden its distribution to key international markets following its U.S. rollout.





CALIFORNIA COOLER *Fact Sheet*

Flavors:	Coastal Citrus, White Peach, Pomegranate Berry, Cranberry Grapefruit
Ingredients:	Real wine & juice infused natural fruit flavors
Calories:	230 calories (appx.) per 12-oz. bottle
Price:	\$7.99 SRP, per six-pack of 12-oz. bottles
Manufacturer/Marketer:	Majestic Brands, Inc. 145 Town and Country Drive Danville, CA 94526
Availability:	California and Western states (April 2007) National (May 2007) Supermarkets, convenience and liquor stores



MAJESTIC BRANDS

Corporate Overview

Established in 2002, Majestic Brands, Inc. is a leader in refreshment beverages, developing, producing and marketing a portfolio of high-quality wine and spirits-based brands. The company focuses on two categories: low-alcohol, ready-to-drink refreshment beverages, and select, high-end premium spirits. Majestic Brands has set itself apart from its competitors by strategically developing these categories by successfully targeting consumers who readily accept new and creative beverages.

Along with its dedication to customer service, Majestic Brands is distinguished by the caliber of its management, whose collective experience at such companies as Seagram's, Miller Brewing Co. and E&J Gallo spans brand management, operations, sales & distribution, and marketing.

The company's brand portfolio includes:

- *California Cooler*, the originator of the wine cooler in 1981, reformulated today for the more mature tastes of its original drinkers as well as Gen X consumers;
- *Cortejo Tequila*, a super-premium tequila, to be introduced in August 2007;
- *Entice*, a vodka-based raspberry crème liqueur imported from Holland, to be introduced in August 2007;
- *Glacier Bay*, a low-alcohol, premium vodka and juice refreshment beverage; and
- *Jason & Larry's Evil Spirits*, ready-to-drink, flavored beverages made with premium vodka, tequila and rum.

Headquartered in Danville, California, Majestic Brands markets its portfolio to beer and wine & spirits wholesalers throughout the U.S.

