

# I

May 3, 2010

Darren Rovell  
CNBC  
900 Sylvan Avenue  
Englewood Cliffs, NJ 07632

Dear Darren,

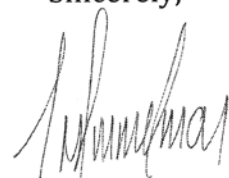
As someone with whom I've had the good fortune to work with over the years, I wanted to share the good news with you that I've signed on to be a global ambassador for Gentleman Jack Rare Tennessee Whiskey.

I'm very proud to represent Gentleman Jack on TOUR and very excited about all the possibilities going forward this year. While I certainly hope to have the opportunity to sit down and buy you a "GJ" in the near future, I know how busy everyone is and didn't want to miss the chance to share a celebratory drink while the news is still "news."

So, here's to not only a celebratory drink, but your own personalized bottle of some of the best whiskey I've ever tasted. (If you've never had a GJ Manhattan, I would highly recommend trying one....!)

I look forward to seeing you soon.

Sincerely,



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TREVOR IMMELMAN