

5. SKU Management Policy

The BRI manages product mix and availability at the store level, not on a system-wide basis. Each brand having less than the designated threshold market share (0.5%) in a given BRI store after one year of sale in that store will be made available to customers in a single package size choice in that store, and available to the consumer at all price points, as designated by the brewer.

6. Merchandising Policy

All brewers may participate in BRI in-store merchandising and related products programs as approved by the LCBO.

7. Dispute Settlement

To ensure fairness, BRI will establish a clear process for addressing disputes including the services of an independent commercial arbitrator as required.

8. The BRI will use best efforts to provide the same standard of service to all suppliers, including non-shareholders.

Measures Pertaining to the Government of Ontario

1. BRI Store Fee

All brewers selling in the BRI store system must pay an annual administration fee to the LCBO of Cdn\$105.00 per store in which a brewer sells its beer (i.e. if a brewer sells in 10 BRI stores, its fee will be Cdn\$1,050.00 (10 x Cdn\$105.00)).

2. Technical Approval

All beer currently listed with the LCBO has already been granted technical approval for sale in Ontario. Any new brand must first receive technical approval from the LCBO before it can be sold in BRI (but does not require LCBO store listing approval).