

ALLIANCE CIGAR

Dear Friends,

Welcome Spring! This is always good news to all in the premium cigar business, and we trust it means good news and the prospects of greater business for your business. The economy appears to be finally improving and we hope this small ray of hope extends to your business and family. We all could use the good weather as well as the good news!

Just recently Cigar Aficionado magazine released their Top 25 Cigars of 2012. This year's #1 Rated cigar is the Flor de Las Antillas "Toro". We were the first distributor to receive this cigar when the My Father Cigar Company introduced it. If you haven't brought it into your store for your customers we highly recommend that you do. Like almost every product we carry these cigars are sold for the Factory Direct Price. Last year's #1 Cigar, the Prensado "Churchill" is also one of our best selling brands and like the Flor de Las Antillas, our pricing is the Factory Direct Price. Bring both of these great products into your store and conduct your very own taste challenge. Just like in boxing, everyone loves when the top two heavyweights in the world square off to determine who's the best! To make finding these cigars easier for you we have highlighted all of the Top 25 cigars that we carry in our catalog's price list.

You will also note the "Exclusive" indicator next to a number of cigars from Rocky Patel, Tempus, Acid and others. This indicator means that these products are made exclusively for us by the manufacturer. These products offer you a unique opportunity to have a product in your store that is truly meant for a Brick and Mortar business. These products are only available through us and are limited in quantity and availability.

In the "What's New/Hot" question that we frequently get asked by our customers; CyB (formerly Cuenca y Blanco) from Joya de Nicaragua leads the pack since its release in November. It is a great value for the quality and style of cigar that it is. This medium bodied, full flavored cigar is quickly finding its way to the top of the list for many of our best customers.

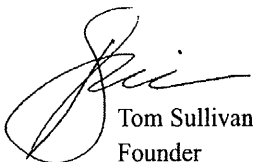
Keeping costs down and finding new ways to make our respective businesses more efficient is always at the top of everyone's To-Do list. Why order a couple of boxes of premium cigars from 4 or 5 manufacturer's. In addition to the work and the wait that it creates for you, do what many more stores are finding out every day; and place one simple order with us. On almost all of our products the pricing is the same that you would pay the manufacturer directly. Stores located in Maine, Mass., New Hampshire, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland and Virginia actually receive product next day via Fed Ex Ground from our warehouse in Hauppauge, NY.

In addition, no one offers more manufacturer's discounts and promotions. You will notice our new pull out section to our catalog (the yellow pages in the centerfold). This extensive list details all of the items we have on Special this month. These deals all offer you savings above and beyond the regular Factory Selling Price of the manufacturer.

Alliance Cigar Company for over 17 years has been and continues to be exclusively focused on the Premium Imported Hand Rolled Cigar segment of the tobacco market. No other company offers you greater selection, service, pricing, promotions and friendly support when it comes to these products and brands.

Best wishes for a beautiful Spring season. We remain grateful to all our loyal customers and suppliers who have allowed us to be a part of the cigar experience.

Sincerely,



Tom Sullivan
Founder

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