

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.

Just recently Cigar Aficionado magazine released their Top 25 Cigars of 2011. This is always the most anticipated ratings release for the cigar consumer universe. To make finding these cigars easier for you we have highlighted them in our catalog's price list. In addition there have been a number of new sizes and line extensions from a vast array of manufacturers that have been released since our last catalog. We have highlighted these as well for you.

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 Hot" question that we frequently get asked by our customers; Liga Privada "Undercrown" 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 you 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.

More than ever before in our 16 year history, our Company is 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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