

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Happy Holidays,

We would like to extend our sincerest best wishes for a great Holiday season. As we complete our 23rd year of service to the cigar retailing industry we would like to thank all of our special friends and customers for helping us grow and become a key component of your premium cigar business. Like you, we are a family owned business and understand and appreciate the sacrifices and dedication you make for your business.

For the gift giving season ahead we have highlighted and included an additional page that details all the hottest new Cigar Gift Sets, Sampler packs and accessories. We also have added many more high value/cost effective humidor, Lighter and Cutter options in time for the Holiday season as well.

We continue to bring the most sought after cigars, exclusive products and the newest products to our customers first. All these new products are marked "New" or "Exclusive" in the catalog to help you in your search. In addition to the largest assortment of premium imported cigar brands and exclusive products, we distribute the greatest selection of small batch, vintage or boutique brands like; Warped, Mi Querida, Curavari, RomaCraft, Leaf by Oscar, Foundation Cigar's Wise Man Maduro, Charter Oak, Asylum, Oscar Valladeres and Robert Caldwell to name a few.

We have an extensive portfolio of "Exclusive" premium cigar sizes of world famous brands like; ACID 20, ACID Subculture, Herrera Esteli, Flor de las Antillas, Prensado, Tempus, Rocky Patel Decade, Oliva V Melanio, Flor de las Antillas and more.

Several new releases that are finding excellent customer results are;

Deadwood Leather Rose. This is the boldest tasting cigar of the Deadwood collection in our opinion. This month a new size a Petite Corona, (4 x 43) is now available.

20 Acre Farm; A complex and medium-bodied cigar with super oaky and cedary notes accompanied by a whisper of white pepper and a bright hint of citrus, 20 Acre Farm is built using a velvety Ecuadorian Connecticut Shade Grown wrapper, a Sun Grown Habano binder, and a filler blend of Nicaraguan tobaccos from Esteli and Jalapa blended with the opulent and majestic Florida Sun Grown leaf, which is humbly and lovingly grown one harvest at a time by Jeff Borysiewicz on a pristine 20-acre plot of land near the Central Florida town of Clermont. Available in early December, the ultra-premium 20 Acre Farm cigars will be available in beautiful 20-count boxes and will be introduced in three vitolas: Toro (6 x 52), with an MSRP of \$13.40/cigar or \$268/box; Robusto (5 ¼ x 54), with an MSRP of \$12.40/cigar or \$248/box; and Gordito (6 x 60), with an MSRP of \$15.40/cigar or \$308/box.

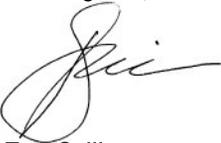
Undercrown 10; Drew Estate is commemorating ten years of Undercrown with the release of Undercrown 10, a bold ultra-premium addition to Undercrown's current lineup of Maduro, Shade and Sun Grown expressions. MSRPs for the Undercrown 10 cigars will be: Robusto \$235/box or \$11.75/cigar; Toro \$240/box or \$12/cigar; Corona Doble \$270/box or \$13.50/cigar; and Corona Viva \$210/box or \$10.50/cigar. Undercrown 10 Factory Floor Edition has an MSRP of \$272/box or \$13.60/cigar.

Nica Rustica; Drew Estate is updating the Nica Rustica package as part of what the company says is "a top-to-bottom relaunch" of the brand. The most notable change is that the cigars will now be sold in boxes of 25 instead of bundles of 25.

Our exclusive monthly promotions from the premier manufacturers like Drew Estate, Arturo Fuente, Perdomo, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Altadis, Plasencia and others that are only available through us are detailed on the next page and are a great way to increase your everyday profit margins.

We pride ourselves on having the friendliest Customer Service Team in the industry today. Our singular laser like focus is on helping grow your profitability through the Imported Premium Cigar category. We will help you manage the complex world of Imported Premium Cigars. If you need advice, service, product, selection and pricing when it comes to Imported Premium Cigars we are best prepared to meet and exceed your needs. Our mission has always been and remains to provide all Cigar Retailers the greatest choice with the best pricing possible. Coupled with an unparalleled level of knowledge, service, and helpfulness. Have a profitable and a wonderful Winter!

Best regards,



Tom Sullivan
Founder