

Dear Friends,

We offer a great variety of today's hottest selling "small batch craft" cigars as well as a comprehensive assortment of Cigar Aficionado's Top 25 Cigars of the Year. We carry almost all of them.

We have indicated in our attached price list those Cigars that have received this prestigious distinction. We recommend the following brands if you are looking to balance your humidor with some unique offerings; HVC, Knuckle Sandwich fro Espinosa, Robert Caldwell, Oscar Valladeres, Leaf by Oscar, Oliva "V Melanio Nub", and Blackened.

We also carry many of the #1 Cigar Brands of the Year in Cigar Aficionado; 2020 "PRELUDE", 2019 "Aging Room Quattro Nicaragua" and 2018 "ENCORE" and more.

Please review our Exclusive money saving deals detailed on the back of this cover letter. This month's special feature includes \$5.00 off all Acid Kuba Kuba boxes, \$5.00 off of this year's #2 Cigar of the Year the Montecristo 135th Anniversary (10 count boxes), \$5.00 off all sizes and blends of Java and many more. These exclusive monthly promotions are only available thru us on behalf of many of today's premier manufacturer's brands like Drew Estate, Montecristo, Romeo y Julieta, Foundation Cigar, Rocky Patel, Davidoff, Alec Bradley, AVO, Cohiba, Oliva, Macanudo, CAO, and others. These Discounts are on top off our regular every day prices and are a great way to increase your profit margins.

Our singular focus is on Imported Premium Cigar Brands. 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 our customers the greatest choice with the best pricing possible. We are honored and grateful to serve you and your company's premium cigar needs, whether that be just a couple of boxes or providing you with all your premium cigar category needs.

We have recently upgraded our Customer Services hours and services;

- Phone hours have been extended on **Fridays** we are now open 8:30AM 5:00PM ET every weekday. We are currently working to extend our weekday hours even more plus offer support on weekends as well.
- We have officially launched **Live Chat** on <u>alliancecigar.com</u> simply tap the chat icon on the lower right corner of your screen to connect instantly to one of our friendly agents during business hours.
- We are thrilled to announce a significant expansion of our product offerings coming very soon. Over the next couple months, we will be introducing **many more cigar and accessory products** on our website. Stay tuned for new product announcements and exclusive specials just for you.
- Please note that since our move to Pennsylvania we no longer collect the New York State Tobacco Excise Tax.

Thank you once again for your loyalty and support.

Warmest regards,

Tom Sullivan Founder