

ALLIANCE CIGAR

AMERICA'S PREMIER CIGAR WHOLESALER
FAST · FRESH · FRIENDLY

Greetings,

We would like to extend our sincerest best wishes for a happy Thanksgiving. In these challenging times Thanksgiving is a wonderful time to stop and reflect on all the many things we have to be grateful for. All of us here at Alliance Cigar are thankful for the opportunity to work with you and to continue to serve your premium cigar needs.

We have highlighted and included a couple of additional pages; #1. Our Top 50 Selling Cigar skus. This updated page lists the top 50 selling products based on our sales over the past 18 months. We believe these are highly representative of what products sell best and lead the market in consumer interest. We believe these are "must have" products for any retailer. Because these are based on the last 18 months of sales they represent current market trends. #2. We've compiled a page that details all the hottest new accessory products based on your requests for more choices in this profitable category. We also have added many more high value/cost effective humidor options.

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; Blackened by Drew Estate, Warped, Mi Querida, Curavari, RomaCraft, Leaf by Oscar, Foundation Cigar's Wise Man Maduro, Charter Oak, Oscar Valladares, Asylum, Plasencia, JFR, and Robert Caldwell to name a few.

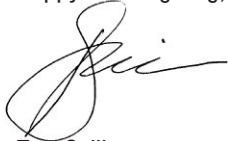
We are proud to introduce the Blackened "M81" line of fine boutique cigars from Drew Estate.

BLACKENED Cigars "M81" by Drew Estate is a passion project that brings together three immensely talented and vastly experienced cigar enthusiasts—Jonathan Drew, Founder and President of Drew Estate; James Hetfield, Metallica co-founder, singer and guitarist; and Rob Dietrich, the Master Distiller and Blender of BLACKENED American Whiskey. The collaboration began with Hetfield and Dietrich, who frequently enjoy cigars together. BLACKENED Cigars "M81" by Drew Estate presents a journey through different Maduro leaves, starting with a thick and oily Maduro wrapper that's grown in the rich volcanic soil of Mexico's San Andres Valley. The blend includes a thick and meaty Connecticut River Valley Broadleaf Maduro binder and a filler blend of Nicaraguan and Pennsylvania Broadleaf Maduro tobaccos, including the boldest Pennsylvania Broadleaf ligero in Drew Estate's vast tobacco inventory. Maduro to the Core, BLACKENED Cigars "M81" by Drew Estate is dark, bold, rich and powerful with alluring notes of espresso, leather and dark chocolate. Recently earning a 94 rating from CA this is surely one of this year's highest rated new cigar.

If you haven't asked for a password to use our online ordering and inventory management website; <http://www.AllianceCigar.com> you should consider doing so. We just recently upgraded the site to include more informative tools for educating your team on the premium cigar category. The site also has several different monthly promotions and products from the premier manufacturers like Drew Estate, Perdomo, Rocky Patel, Davidoff, Alec Bradley, Kristoff, My Father Cigars, Oliva, Casa Fernandez, Villiger, Altadis, General Cigar and others that are only available through us.

We pride ourselves on having the friendliest Customer Service Team in the industry today. We are a family /employee owned company with over 90 years combined experience in the Imported Premium Cigar industry. Our singular 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.

Happy Thanksgiving,



Tom Sullivan
Founder