



April 18th, 2013.

To whom it my concern:

This letter is my professional recommendation for Rodger Reiss.

Rodger has been a consummate professional and we have worked together for the past 5 years. He has brought a high level of professionalism and creativity to the launch and development of Tequila REVOLUCION in the US market. We have benefited from his keen sense of marketing and vast industry experience as well as his wealth of relationships at the distributor and retailer levels.

I highly recommend Rodger for any kind of project in the Wine & Spirits Industry he is a team player and would make a great asset to any organization.

Sincerely,

A handwritten signature in blue ink, appearing to read "Juan Carlos Arav", is written over a blue horizontal line.

Juan Carlos Arav