



Information Bulletin

To all agents, suppliers and commercial delegations

Montreal, July 10th 2006 – A good news for a strategic merchandising! In order to maximise the introduction of new regular products in outlets for the 2006 Holiday Season, the **Société des alcools du Québec postpones the revision of planograms from the 7th Period (P7) to the 8th period (P8)**, as initially foresees in the Regular Products Introduction and Withdrawal Activities Planner.

Therefore, the revision period of planograms will be in effect from October 8 to November 4 2006. This strategic modification will be maintained for the future. For now on, the four (4) revision of planogram periods will take place in P1, P4, P8 and P11.

Take note that the Regular Products Introduction and Withdrawal Activities Planner for the 2007-2008 fiscal year will be published at our **Contact 2006** event and available on line on our web portal at www.saq-b2b.com in September.

For more information, please contact the **Service d'Assistance aux Relations d'Affaires** (Business Relations Assistance Department) by e-mail, at sara@saq.qc.ca or by phone, at 514 254-2711.