



April 24, 2006

TO ALL AGENTS AND SUPPLIERS

Subject: Confirmation of the SAQ's organizational structure

Dear Sir/Madam:

I am pleased to inform you that the vice-presidents who were appointed on an interim basis in February have been officially confirmed in their positions as of April 5, 2006. This confirmation consolidates the role that these members of the management team will play, and gives them the freedom to tackle the new fiscal year.

The divisions that were affected are now organized as follows:

Alain Brunet is confirmed as Vice-President – Marketing & Merchandising. He will continue to oversee the Merchandising & Development, Marketing, Administration & Processes, Purchases, Quality Management and Laboratory divisions. The position of Vice-President – Purchasing & Merchandising has been abolished.

Alain Bolduc, Vice-President – Public Affairs, Communications, and Assistant to the President, is restoring the internal communications department staff in order to ensure optimal cohesion, timing, and distribution of all corporate messages, both internal and external. This step reflects the priority assigned to communication among managers and employees in order to achieve our strategic objectives.

Philippe Duval becomes Vice-President – Sales Network Operations and Human Resources. He will supervise these two divisions, which are closely related in view of the size of the group of employees who handle sales at the outlets. He will be able to rely on the expertise of Madeleine Gagnon, who has been named Vice-President – Human Resources, as well as on the existing management team in the Sales division.

These changes lay the groundwork for a year of consolidation by reorganizing resources and expertise in an optimal and natural way. I would like to thank all members of management and all personnel who kept operations running smoothly during the interim period.

Here's hoping that 2006-2007 will abound in exciting achievements!

Sylvain Toutant

President & Chief Executive Officer

ST/cg

c.c.: ADQ
Agents
AQAVBS