



Information Bulletin

To all agents, suppliers, and commercial delegations

Montréal, October 30, 2006 – Procurement and Merchandising Vice-President Alain Brunet is pleased to announce a reorganization of the Division. This latest structural change is intended to focus efforts on the Division's three priority activities: introducing and withdrawing products at outlets, managing promotional offers, and negotiating prices. In keeping with the previous adjustments, this reorganization is designed to group similar functions, with strategic and operational aspects viewed from a new angle. The following changes have been made:

Dean Di Maulo and **François Jarry** have been named Directors of Merchandising – Regular Products, with responsibility for business relations, negotiations, and categories management and strategic development. They are backed by a team of seasoned professionals. Specialty products will be managed by **Benoît Beaudet**, who has been appointed Director of Merchandising – Specialty products. He will have the help of Assistant Director **Yves Beaucaire**.

Nathalie Carrière, the new Director of Administration and Operations, will head a team devoted to operations (product introductions and withdrawals, price changes, etc.). With the expertise of Assistant Director **Alain Desrochers**, this team will provide support for all operational aspects of purchasing and merchandising.

Please note that **Jean Chouzenoux**, the new Senior Director of Procurement and Merchandising, who joined our staff in September, will oversee the following units: Specialty Products Merchandising (Benoît Beaudet), Outlet Merchandising (Denis Chayer), Promotional Program Sales and Coordination (Dominique Bérubé), Development – Product Research (Denis Marsan), and finally Customer Development – *Les Connaisseurs* (André Caron).

We would also like to inform you that Assistant Director **Gilles St-Michel** has taken early retirement after a 26-year career with the SAQ. On behalf of management, we would like to thank him for his many years of loyal service, and we wish him all the best in his new life.

These changes reflect our commitment to organizing management by product category and expertise. The Procurement and Merchandising Division is adopting a matrix management approach in order to achieve a smoother flow between purchasing and marketing processes.

These changes came into effect on October 2, but the transition phase will last for a couple of months. Once the gradual transfer of the various matters involved has been completed, you will be informed of any changes with respect to contact persons. For more details, please see the new organization chart.

Mr. Brunet would like to wish the entire Procurement and Merchandising team the best of success as they tackle their new challenges.