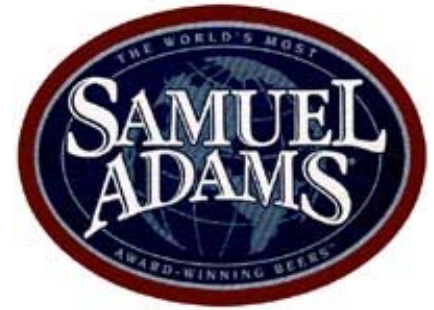




Negotiated an Agreement between Boston Bruins legend Cam Neely and The Boston Beer Company for Endorsement of Samuel Adams Brand:

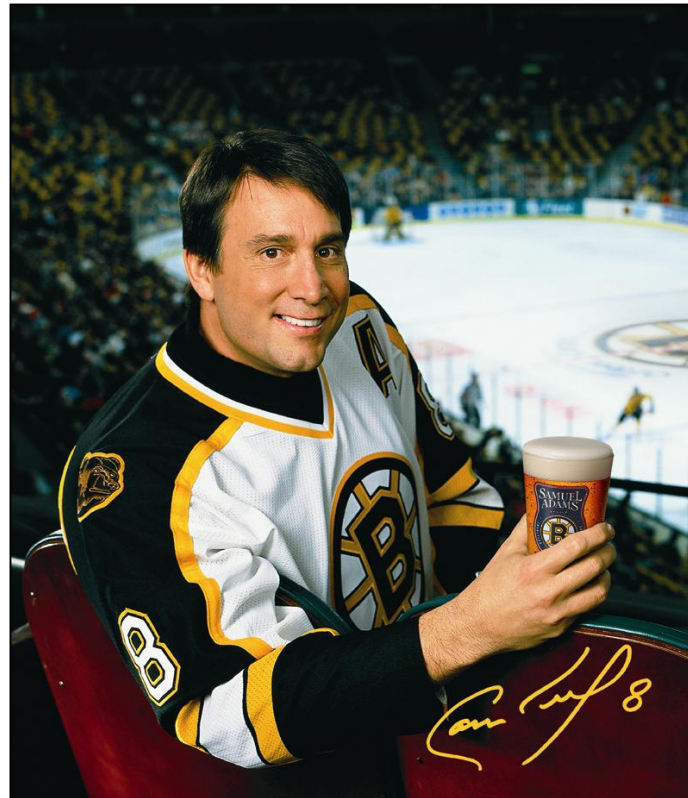


- Category Exclusivity
- Charitable component to benefit Neely Foundation
- Advertising campaign and collateral materials (e.g.; beer cozie)
- 2 athlete appearances per year



THE CAM NEELY FOUNDATION FOR CANCER CARE

Providing comfort, support, and hope to cancer patients and their families



Customer Sweepstakes for Suite Appearance

- Contest winner invited to sit in a luxury suite for a Bruins home game
- Winner and 4 friends given the chance to “have a beer with Cam”
- Private Sam Adams tasting in suite
- Autographed Cam Neely photo giveaways

Responsibilities:

- Contract Negotiation and Renegotiation due to NHL lock-out
- Appearance Facilitation
- Program Consultation