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East Market Bp
Greensboro, NC 27401-3246

June 6, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

To Whom It May Concern:

RE: TTB Notice Number Four

Please assure retailers that .the fundamental misunderstanding between the TTB and the flavored malt beverage industry has not gone so far that it cannot be corrected if both sides are willing to compromise. The future of our businesses depends on it!

Consumers and retailers will be the targets, not the beneficiaries of these proposed rules changes. If implemented, these new regulations would basically make flavored malt beverages unaffordable. Consumers would be denied the right to purchase a drink of their choice with their own hard earned money. Retailers would be hit hard by the loss of revenue related to the loss of sales. No one can win if these rules changes take effect!

Please help to strengthen our nations economy by opposing this rules change and support a compromise solution. The consumers and retailers of the country are counting on you.

Sincerely,

Lee Simon