

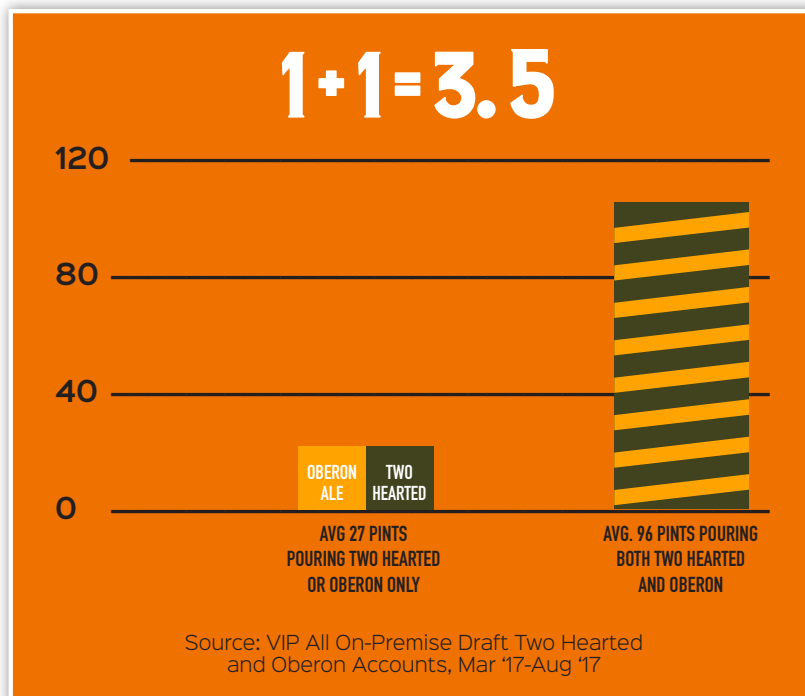


DOUBLE TAP CHALLENGE

THERE IS A COMPOUNDING EFFECT ON BOTH OBERON AND TWO HEARTED WHEN POURED TOGETHER

1+1=3.5

TWO HEARTED DRAFT VOLUME GROWS - AND ACTUALLY ACCELERATES - AFTER OBERON IS RELEASED. TWO HEARTED AND OBERON DRINKERS ARE DIFFERENT. TAP INTO A DIFFERENT AND LARGER CUSTOMER BASE!



THIS VELOCITY INCREASE HAS HELD TRUE FOR 4 STRAIGHT YEARS. THE MAJORITY OF RETURNING DOUBLE TAP ACCOUNTS SEE AN INCREASE YEAR OVER YEAR.