

DATE

[FIRST NAME] [LAST NAME]
[STREET ADDRESSES]
[CITY, STATE AND POSTAL CODE]

Dear [TITLE] [LAST NAME]:

We value our employees and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that involves your personal information.

On November 9, 2012, a report containing the names and social security numbers of some of Reyes Beverage Group's California employees was inadvertently sent to the personal email address of an employee of Reinhart Foodservice, a Reyes Holdings company. The report did not include dates of birth, addresses, telephone numbers, driver's license numbers, bank account numbers or any similar sensitive information. This incident occurred due to a coding error which was corrected within hours of its discovery.

Reyes Beverage Group values your privacy and deeply regrets that this incident occurred. In addition to correcting the coding, we have implemented additional safeguards designed to prevent a recurrence of this incident and to protect the privacy of our employees. Specifically, Reyes Beverage Group and Reyes Holdings have:

- 1) Ensured that the employee who received the email immediately deleted the email without opening it or the attachments;
- 2) Provided LifeLock, an identity theft protection program, with your information for purposes of a one year complimentary protection plan. Employees wishing not to participate can opt out by calling the Reyes Holdings HR Service Center at 800-298-9461. Employees who do not opt out will receive a separate mailing with instructions on how to activate the LifeLock protection;
- 3) Added a verification procedure to the coding process for the report in question;
- 4) Removed social security numbers from the report; and
- 5) Notified the major credit reporting agencies of this incident.

You may also wish to review the enclosure "Steps You Can Take to Further Protect Your Information" for additional recommendations.

For further information and assistance, please contact the Reyes Holdings Ethics Hotline at (888) 295-6392 at any time or email ethicshotline@reyesholdings.com.

Sincerely,

Brian D. Nalley
General Counsel
Reyes Beverage Group