



[Product Sampling]

Yahara Bay had a unique story to tell and many reacted to it by feeling they wanted to root for the "underdog" since the company was so new and inspiring. This story was portrayed well in a Q&A printed in Business Watch in which Nick was able to answer with his own personality. The same situation came to being when we started a relationship with Christine Bellport of NBC 15 who really took on Nick's story as her own by inviting him on the Morning Show to discuss his use of local ingredients and also by helping us host an event at The Continental to launch his newest product, white rum. The next morning, Christine mentioned the event on air, just more priceless promoting for Yahara Bay.

Yahara Bay hosted a music event at the High Noon Saloon in order to get more exposure for Nick and the products in June which gained coverage in The Capital Times. In July, they signed on with a distributor which was noted in Business Watch. Yahara Bay sponsored Edgewood College's Tee Up for Nursing and was able to supply cocktails on the golf course at the event and donate bottles of liquor as awards.

**BOUNTIFUL CUPBOARD**  
SPRING 2008

**BUSINESS WATCH**  
JUNE 2008

**NBC 15 MORNING SHOW**  
JUNE 2008

**CONTINENTAL RUM LAUNCH**  
JUNE 2008

**HIGH NOON SALOON**  
JUNE 2008

**H&M DISTRIBUTION**  
JULY 2008

**TEE UP FOR NURSING**  
JULY 2008

pure cause & effect