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From: Melissa Friedman [melissa.friedman@diageo.com]

Sent: Wednesday, September 17, 2003 3:12 PM

To: Rulemaking, TTB

Subject: TTB Notice No. 4

September 17, 2003

TTB Chief, Regulations and Procedures Division

Alcohol and Tobacco Tax & Trade Bureau

P.O. Box 50221

Washington, DC 20091-0221

Dear Chief, Regulations and Procedures Division:

I oppose the proposed draconian 90/10 regulation in TTB Notice No. 4 and ask that the TTB enact the 51% compromise. As a Diageo employee, I am proud of our products and want to be able to compete with other products based on quality.

Complying with the new TTB standards will cost millions of dollars to purchase new equipment, reformulate products, and develop new processes.

We want regulations that promote fair competition and provide a level playing field.

In fact, FMBs could be regulated out of the marketplace, depriving consumers of a drink they enjoy and costing millions in tax revenue.

Sincerely,

Melissa Friedman

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