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From: Mark Reid [w.mark.reid@diageo.com]  
Sent: Monday, September 15, 2003 1:02 PM  
To: Rulemaking, TTB  
Subject: TTB Notice No. 4

September 15, 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.

If no market exists for FMBs, thousands of workers involved in the production and distribution of FMBs could lose their jobs, further expanding the number of unemployed Americans.

Sincerely,

Mark Reid  
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USA  
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