

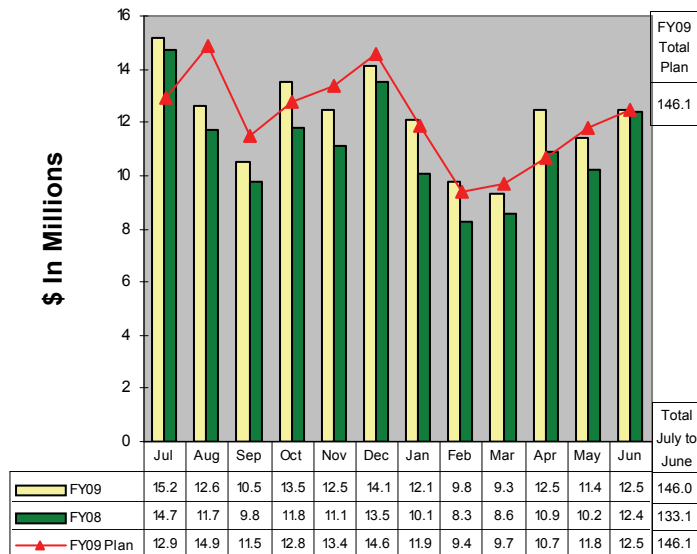


REVENUE UPDATE - FY 2009*



Record Liquor Profits!!

Year to Date	FY 08	FY 09*	Inc/(Dec)	Plan	Inc/(Dec)
Spirits / Wine	133.1	146.0	9.7%	146.1	\$(0.1)
Beer	12.7	12.7	(0.0%)	12.9	\$(0.2)
(in millions)					



Year-to-Date Net Sales by Spirits and Wine

	FY 2009* (365 days)	FY 2008 (365 days)	\$ Change	%
Spirits	264,948,198	249,214,372	15,733,826	6.31
Wine	228,518,889	216,860,339	11,658,550	5.38
Total:	493,467,087	466,074,711	27,392,376	5.88

Year-to-Date Net Sales by Customer Type

Type	FY 2009*	FY 2008	\$ Change	%
NH Liquor Stores	345,890,103	326,052,314	19,837,788	6.08
Restaurant Sales	52,803,311	53,667,086	(863,775)	(1.61)
Grocery Stores	94,773,673	86,355,310	8,418,363	9.75
Total:	493,467,087	466,074,711	27,392,376	5.88

75TH ANNIVERSARY YIELDS RECORD PERFORMANCE

FISCAL YEAR-END: (July 1, 2008 to June 30, 2009)*

The Liquor Commission celebrated its 75th anniversary this year with outstanding financial performance. This was achieved through excellent financial management, aggressive marketing along with a whole new sales and distribution strategy. Net Profits reached a record \$122.5M or 25.1% of sales.

Sales for fiscal year 2009 increased 6% over last year, to the tune of \$493.5M. Gross profits from sales reached a record \$140.3M, up 10% over last fiscal year or \$12.7M. Gross profit as a percent of sales also climbed to 28.7% from 27.7% in the previous year. In addition operating expenses as a percent of sales were down from the previous fiscal year.

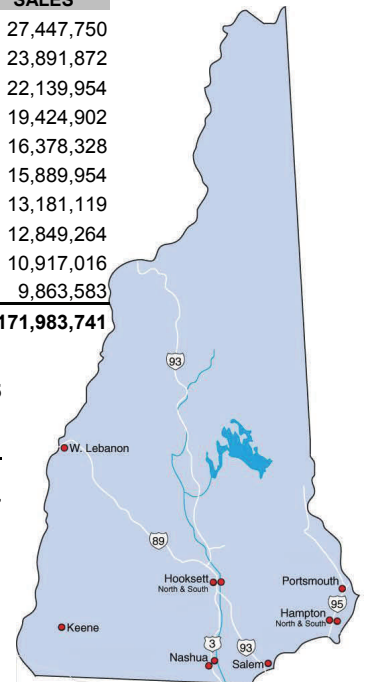
TOP TEN STORES*

RANK	LOCATION & STORE (#)	SALES
1	HAMPTON-NO (76)	27,447,750
2	HAMPTON-SO (73)	23,891,872
3	PORTSMOUTH (38)	22,139,954
4	SALEM (34)	19,424,902
5	HOOKSETT-NO (66)	16,378,328
6	NASHUA (50)	15,889,954
7	NASHUA (69)	13,181,119
8	HOOKSETT-SO (67)	12,849,264
9	W. LEBANON (60)	10,917,016
10	KEENE (15)	9,863,583
TOTAL:		\$171,983,741

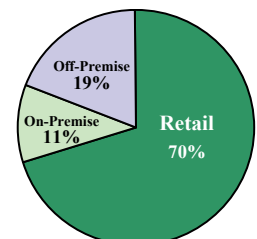
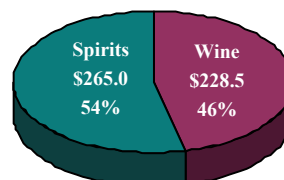
All other Stores — \$206,112,405

Warehouses — \$115,370,941

Total Net Sales — \$493,467,087



FY09 SALES BREAKDOWN BY TYPE*



* unaudited

FINANCIAL HIGHLIGHTS

REVENUE / EXPENSE ITEM	FY 2008-09* (In Millions \$)	FY 2007-08 (In Millions \$)	% INCREASE (DECREASE)
Gross Sales ¹	496.1	470.2	5.5
Discounts	2.6	4.2	(36.7)
Total Sales	493.5	466.1	5.9
Fees (Bank, Credit Card, etc)	5.4	5.5	(2.6)
Net Sales	488.1	460.5	6.0
Cost of Goods Sold	347.8	333.0	4.4
Gross Revenue - Liquor	140.3	127.5	10.0
Operating Expenses ²	37.2	34.7	7.3
Miscellaneous Revenue	6.0	6.0	0.0
Net Income (Not including taxes and grants) ³	109.1	98.8	10.4
Specific Liquor Taxes	12.7	12.7	0.0
Net Grants	0.7	0.2	0.0
Total Net Revenue	122.5	111.7	9.7

OTHER MERCHANDISING STATISTICS	FY 2008-09	FY 2007-08	% INCREASE (DECREASE)
Number of Cases Sold	4,545,945	4,364,881	4.1
Average Price Per Case	109.13	107.73	1.3
Items Available (brands and sizes)	13,971	14,825	(5.8)
Number of Bottles Sold	41,851,396	40,794,143	2.6
Average Price Per Bottle	11.85	11.53	2.8

APPARENT CONSUMPTION STATISTICS	FY 2008-09		FY 2007-08	
	Gallons	Per Capita ⁴	Gallons	Per Capita ⁴
Distilled Spirits	4,727,861	3.60	4,637,706	3.53
Wine (21% alcohol or less)	6,885,472	5.24	6,648,022	5.06
Beer	41,419,000	31.50	41,544,007	31.59

NOTES:

(1) For the current fiscal year, off premise licensees accounted for 19.21% or \$94.8 million of total liquor sales. On premise licensees, such as bars, restaurants, hotels and clubs accounted for 10.70% or \$52.8 million of total liquor sales.

(2) Operating Expenses do not include Liquor purchases and grants.

(3) Net Income is computed after deducting all operating expenses including the General Fund portion of Enforcement and Licensing Expenses.

(4) Based on 2008 population estimate of 1,315,000, from the Office of Energy and Planning (OEP)

