

JOHN P. O’SULLIVAN DISTRIBUTING, INC. RECEIVES MILLER HIGH LIFE ACHIEVEMENT AWARD



Flint, Michigan: January, 2009 – John P. O’Sullivan Distributing, Inc., serving the mid-Michigan counties of Genesee, Lapeer and Shiawassee, has won Miller Brewing Company’s 2009 High Life Achievement Award.

“The High Life Achievement Award is based on several key sales-related metrics. We are very honored and excited to receive this prestigious award,” explains Sean Butler, Vice President – Operations for John P. O’Sullivan Distributing, Inc. “However,” Butler adds, “the award is recognition for everyone at John P. O’Sullivan Distributing, Inc.”

The metrics for the award include –

- Volume/trend performance on key brands.
- Distribution performance on key brands.
- Retail execution (display, draft features and chain c-store execution, etc).
- Operational excellence in quality control, in-market rotation, product freshness, managed freight, temperature control, inventory control/forecasting.
- Partnership in investing in key technology, effective keg counts, benchmark surveys and monthly financial and volume reporting for key initiatives and brands.

Acknowledging the company success, Vice President Joan M. O’Sullivan-Butler states, “Our achievement is the result of our commitment to build our suppliers’ products and our customers’ business by providing top quality distribution service to the mid-Michigan market since 1976.”

O’Sullivan-Butler goes on to state: “We continue to be well-positioned in the mid-Michigan market to grow and deliver the best...the best in market knowledge and access, the best in sales and marketing support and the best in talent. Receiving this award only confirms our efforts.”