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*An important message to our customers from Virginia ABC CEO Travis Hill*

In a “normal” year, Virginia ABC would be gearing up for fall and holiday promotions right now. However, as with nearly everything else in 2020, this year will be a bit different. A combination of factors has led us to the decision to move away from most of our usual promotions through the end of 2020, including Door Busters, Spirited Thursdays, Black Friday and Cyber Monday in order to provide a sales experience that accounts for safety and convenience in these challenging times.

The ongoing global pandemic has caused various distilled spirits suppliers to have inventory challenges. Due to the uncertainty of this health crisis, we are unable to forecast which products will be impacted and for how long. It wouldn't be fair to our customers to offer our usual holiday promotions and have a number of products out-of-stock.

Additionally, we are in the final stages of a project that began more than a year ago to transition to a new data center that is expected to upgrade our technical capabilities in many areas, including our website. We are halting all short-term promotional sales offered online until we can stabilize our systems in the new data center and can ensure the website is ready for a cyber event that delivers an experience that is up to all of our standards.

We also believe that holding one-day sales, whether online or in-store, adds further strain on our customers and employees. Like many other retailers, we are concerned about the lack of social distancing if people were to crowd our stores to take advantage of short-term holiday discount events like Black Friday. We have worked hard to create a shopping environment that is safe for our customers and employees, and we want to keep it that way.

For these reasons, we believe it is best to take a different approach to how we offer special buying opportunities for the remainder of 2020.

Before you chalk up our decision to forego these much-anticipated holiday savings

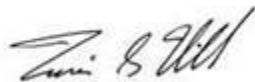
events as another 2020 disappointment, I encourage you to check out the multiple in-store and online savings opportunities we have planned on hundreds of products throughout the holidays. This year's promotions will give you more time to shop and more options throughout the season. You can shop current sale items by selecting the "On Sale" box within ABC's product search page: <https://www.abc.virginia.gov/products/all-products>. Keep checking back – we will update this information when additional savings become available as we continue to work with our suppliers to meet your needs.

What hasn't changed? Regular online ordering is still available and we will honor any discounts also offered in-store. Monthly front counter display and Mini Monday promotions will take place as planned. We hope to resume lotteries by the year's end. Most importantly, you will continue to have the convenience to shop the way you want to shop – in store, online with in-store pickup or online with curbside pickup.

As a subscriber to the Spirited Virginia E-newsletter, you will continue to receive notifications about savings opportunities. In addition, information about discounts will be posted on ABC's Spirited Virginia [Facebook](#) and [Instagram](#).

Many of you have asked us about the alternative cyber sale event we promised customers following the sudden cancellation of the Summer Cyber Sale last August. Sadly, that event will have to wait until after our data center transition and other technical updates are completed. We know many of you are eager for a site-wide savings event and we intend to offer one once we are confident our system can support it. We expect to begin planning for that event in early 2021.

Thank you for your patience as we navigate our way through these uncertain and unprecedented times.

A handwritten signature in black ink, appearing to read "Travis Hill". The signature is stylized and cursive.

Travis Hill