



# BROWN-FORMAN

January 4, 2012

To Whom It May Concern,

C&C Productions has been a very valuable and important partner of Brown-Forman Beverage Company for the past 10 years. Candy Smith and her staff of professionals provided frequent and thorough communication with all Brown-Forman stakeholders in creating one of the most successful, creative and consumer-engaging spirit industry events within the past 20 years. The Tuaca Body Art Ball, created and produced by C&C moved from a Dallas-centric event in the early 2000's to a national touring event for B-F within 3 years of inception. During its life, the BAB was well received by all members of B-F, plus created the much needed media hype and consumer awareness growth. The event also helped spur +250% growth over this 10-year period.

Candy and staff have been true partners in every sense of the word. I can't recall a time when we couldn't resolve something cordially. Whether it was a state legal issue, contract negotiation, creative snafu or a simple dance routine, Candy was there to address the problem and get to the appropriate resolve so that all parties went away feeling comfortable moving forward.

C&C Productions fulfilled every part of their contract with us and I am grateful for her helping us make Tuaca the brand it is today.

Sincerely,  
Wayne Putlak

Regional Manager, Brown-Forman

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