



July 7, 2017

Dear Valued Partners,

As I mentioned in my email to you in June, the LCBO recently refocused its strategy and we are currently undergoing a structural review to ensure that we are providing a seamless, efficient and positive experience across all of our platforms to our customers and partners.

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When I shared these details with you last month I made a commitment to keeping you informed and I am pleased to announce that we have made a significant step forward in our promise to becoming a more customer-centric organization by hiring a **chief customer officer**. Starting July 10, 2017, we welcome **Joyce Gray** to the team.

Joyce is a seasoned retail executive with global operational experience. She has served as COO/EVP at Indigo Books here in Toronto and Vice President of Gap Inc. in New York. Additionally, Joyce spent nearly ten years working for Disneyland Resort and the Disney Store in a number of senior roles.

Reporting to Joyce will be Retail, Marketing, Merchandising, Store Development & Real Estate and Customer Insights. The integration of these departments will be critical to offering the experience our customers expect and deserve. They will work together to drive collaboration and to create a persistent, customer-first mentality across our physical and digital channels.

This is a major step for us; and one that sends a clear signal that we're serious about our commitment to changing our culture. I know that Joyce feels as strongly as I do about open communication and collaboration with our partners, as well as looking at new ways to grow our businesses together. To that end, please do not hesitate in reaching out to us or introducing yourself to Joyce should the opportunity arise.

I look forward to sharing more updates as we continue on this exciting new path and journey.

Thank you,

George Soleas
President & CEO

