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## **U.S. Drinks Conference 2010 Features Financial Panel**

### ***Panel to Focus on Sourcing Capital***

New York, NY, Aug. 23, 2010—Finding Investment Capital will be the focus of a new panel at the fourth annual U.S. Drinks Conference to be held in NY Oct. 12 and 13, 2010.

According to Jeff Grindrod, Managing Partner at Brand Action Team, one of the conference organizers, “We had received requests from past USDC attendees that finding investment capital to develop new brands was a subject of prime interest. Many of the new brands that have been successful in the U.S. were started by entrepreneurs, so we added the panel to address their specific need.”

“We’ve brought together some of the major players involved in financing beverage brands including Angels, Venture Capitalists and Mezzanine specialists,” noted conference organizer Mike Ginley, President of Next Level Marketing. “Brendan Burns, Managing Director of Stepping Stone Capital Partners will moderate the group. Panelists include John Muldoon, Co-Founder and Managing Partner of HighNote Ventures, Alexander Panos, Managing Director of TSG Consumer Partners, Ross Colbert, Managing Director of M & A America, Zenith International and William Anderson, CEO of First Beverage Group.”

John Beaudette of MHW, also a conference organizer added, “The focus on this panel will be to enlighten participants on the various investment options available for consideration when sourcing capital.”

A detailed agenda, roster of speakers, registration and hotel information can be found at [www.USDrinksConference.com](http://www.USDrinksConference.com). Sponsors of the conference are:

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**About the Conference Organizers:**

**MHW Ltd.** is the premier provider of national import and distribution services including regulatory compliance, transportation, logistics, warehousing, and administrative activities. MHW also provides wholesale distribution and sales services in key US markets.  
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