

**MARCH**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**No Blinking**  
A pit stop by the Budweiser pit crew is a closely choreographed burst of energy. Six highly trained athletes charge over the wall, facing the danger of 3,400-lb. cars zooming past only a few inches away. Changing four tires [20 lug nuts] and adding two cans of fuel [one gallon] in less than 14 seconds is the true test of their skill and grit. One second saved in the pits can be the difference between winning and losing.

**Events:**  
19 Mar - Las Vegas, NV  
20 Mar - Atlanta, GA  
21 Mar - Spring Begins  
23 Mar - Mac Tools NHRA Gatornationals - Gainesville, FL  
25 Mar - O'Reilly NHRA Spring Nationals - Houston, TX

**Logos:**  
NASCAR  
NHRA

WE'LL PICK  
YOU UP  
FLAMES® FANS!



Official Rent-A-Car Of



WE'LL PICK YOU UP  
BLUES® FANS!



Official Rent-A-Car Of

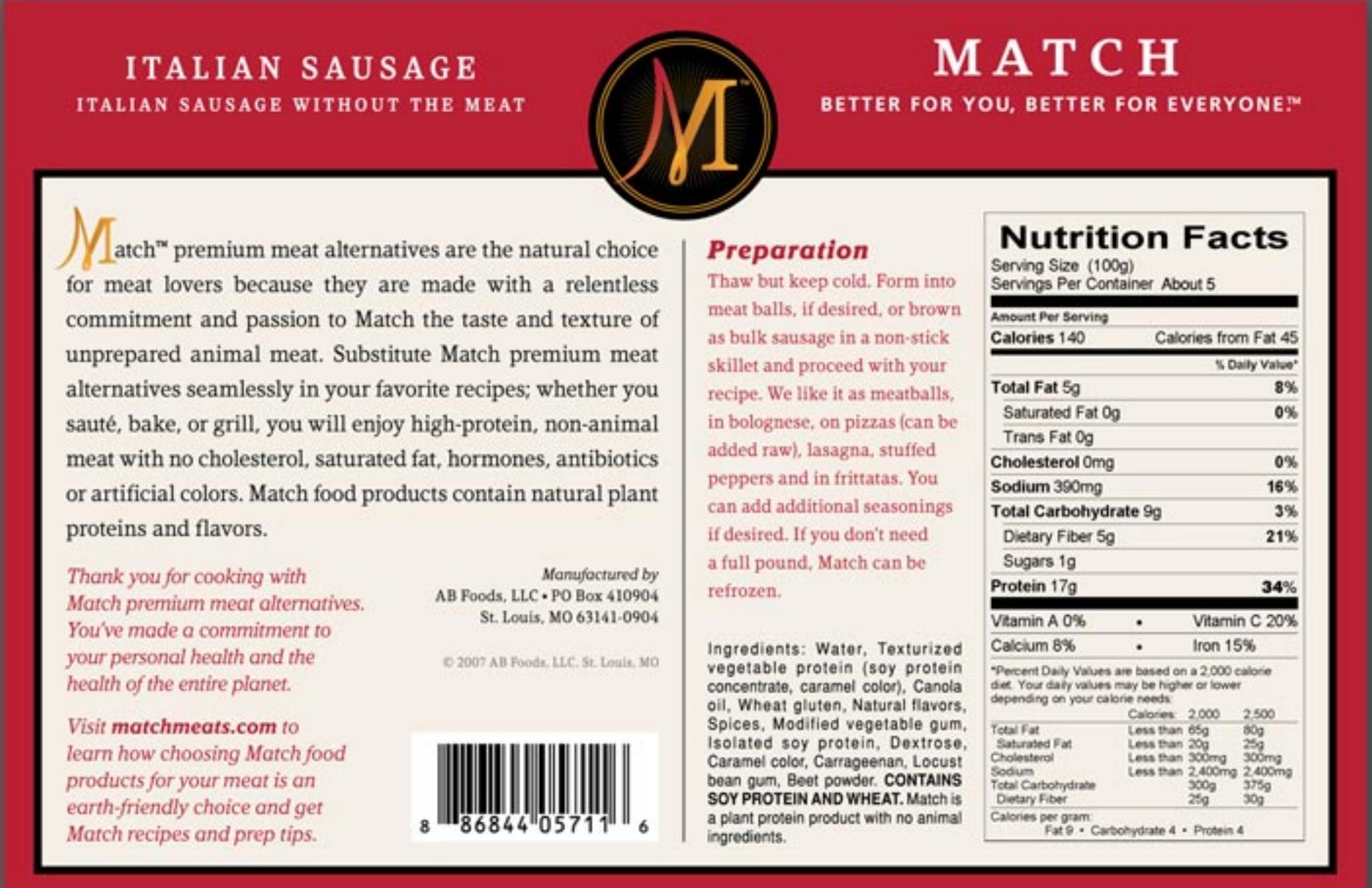


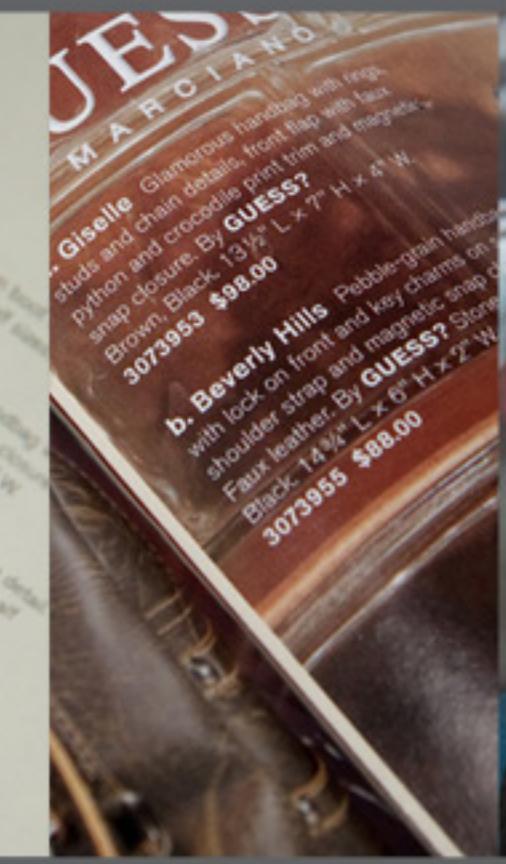
WE'LL PICK YOU UP  
PENS® FANS!

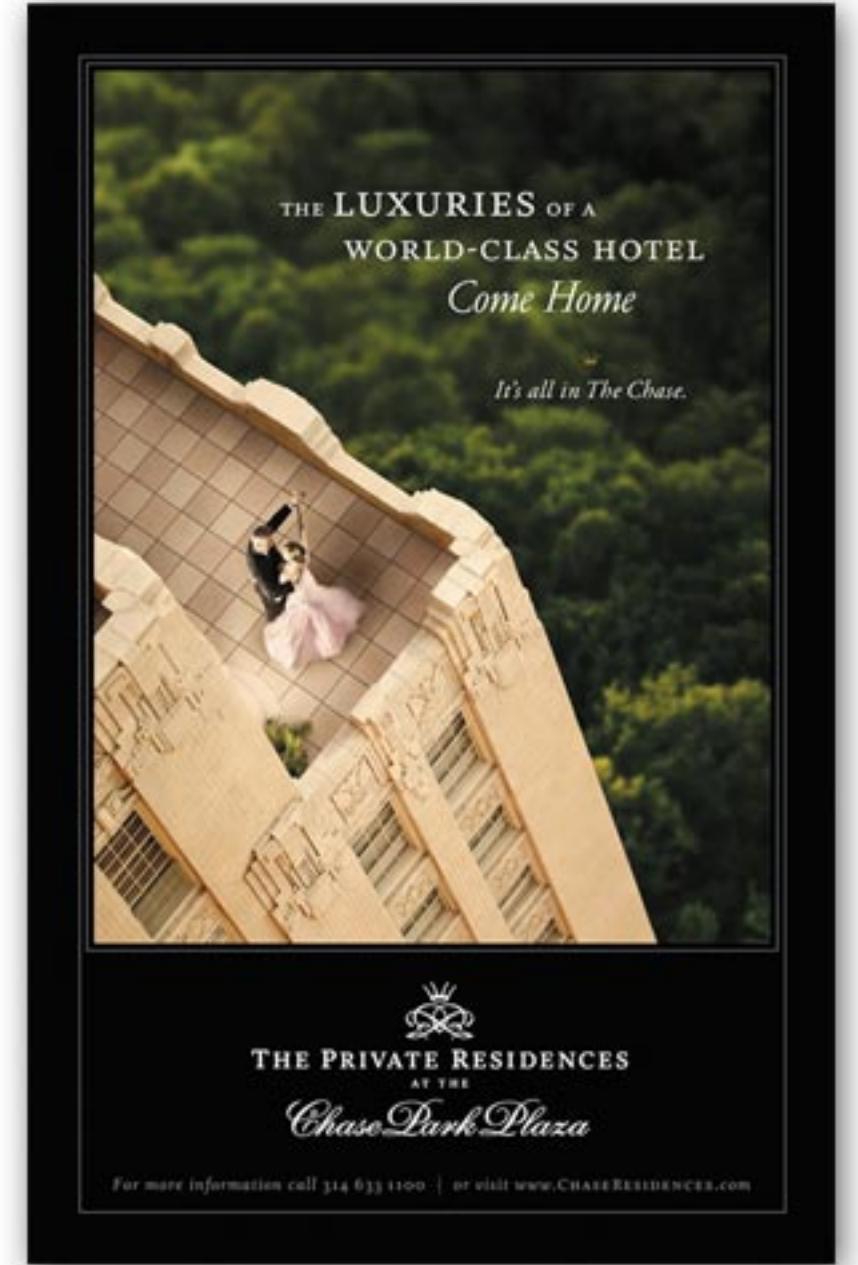
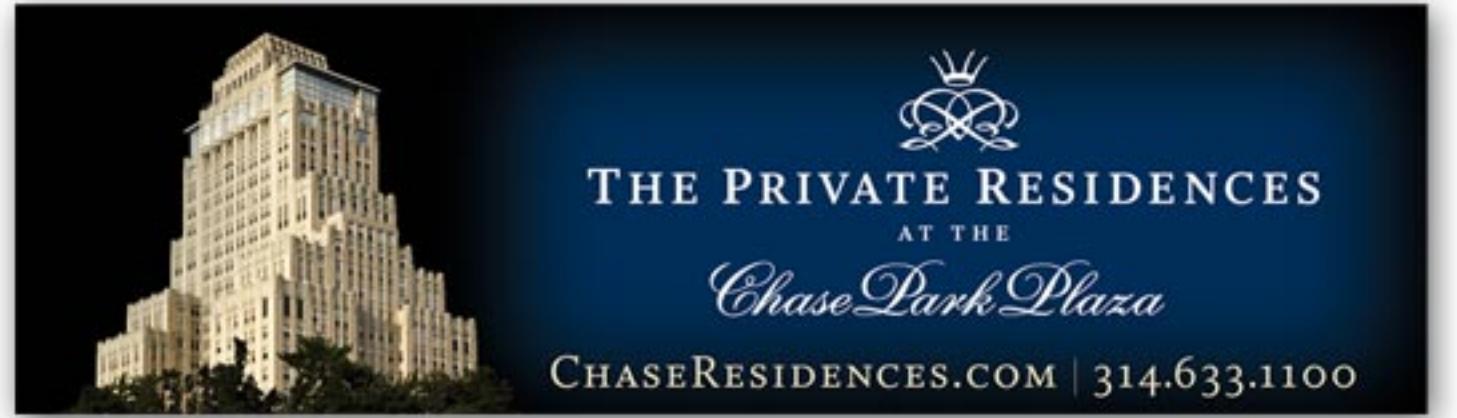


Official Rent-A-Car Of

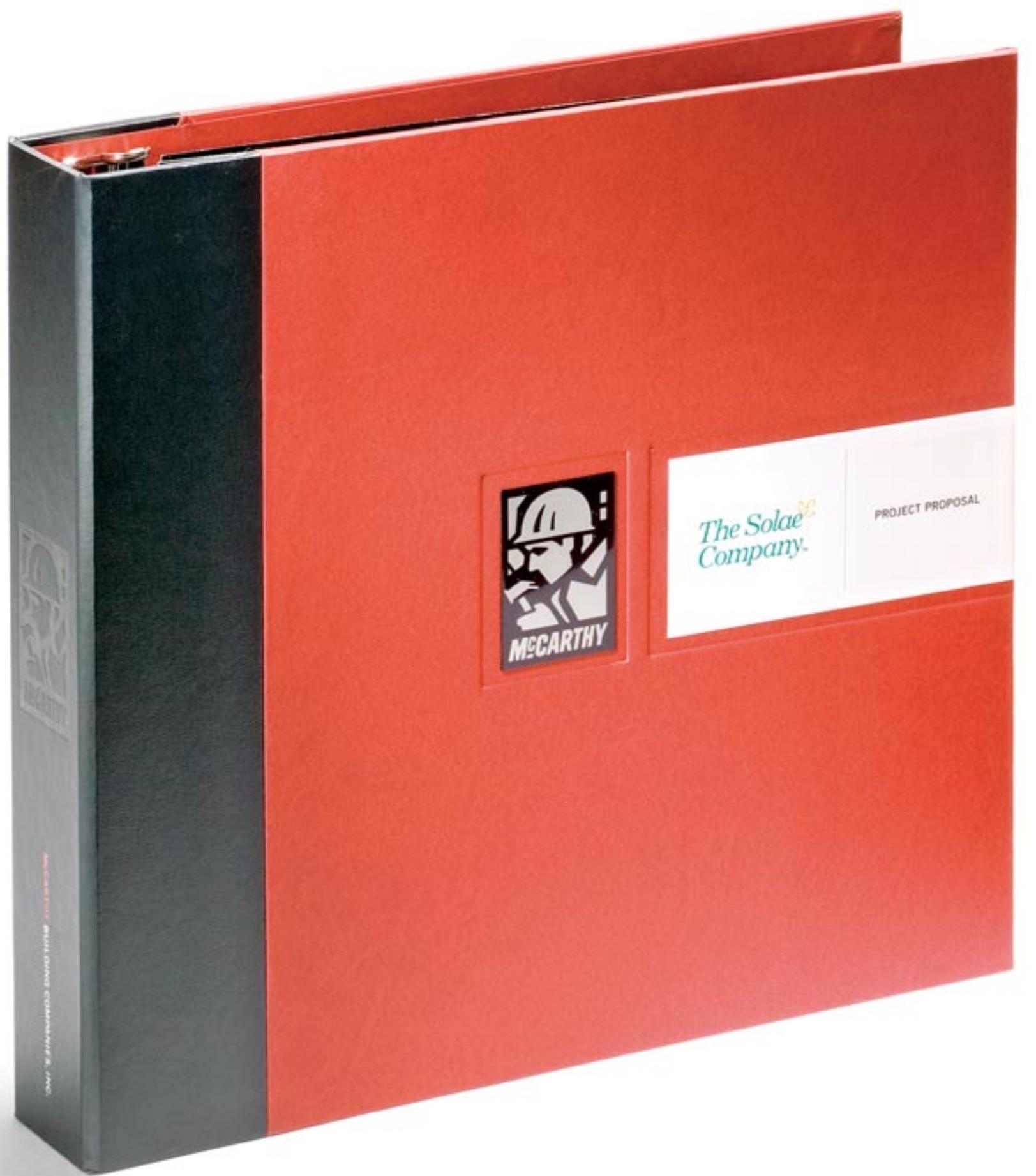












MasterCard  
International

The logo for MasterCard International, featuring the brand name in a white, sans-serif font inside a red oval.

# Bringing More Value To Every Transaction

*A look inside MasterCard  
Global Technology and Operations*

A wide-angle photograph of a modern office complex under a clear blue sky. The buildings feature a variety of architectural styles and materials, including glass, steel, and brick. A prominent building in the center-right has a large, illuminated MasterCard logo on its facade. The complex is surrounded by green lawns and trees, with a paved road in the foreground.

## Network Bandwidth On Demand— An Industry First

To help ensure the security, efficiency and speed of our operations, MasterCard created the first virtual private network in our industry, which provides the backbone for Banknet™, our global telecommunications network. Managed in partnership with AT&T, Banknet is a very efficient network, because it constantly adjusts its resources to volume demand.

Today, Banknet network connects tens of thousands of financial institutions with millions of acceptance points in hundreds of countries around the globe.

Each authorization transaction moves across Banknet network in an average of just 1.21 milliseconds, and we're constantly working on new ways to reduce that time even more. Saving milliseconds may not sound important, until you multiply that savings by millions of transactions each day. Since Banknet was upgraded to a virtual private network, it has saved customers more than 800 years in processing time.

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10011001000  
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01110100000  
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### MEETING DEMAND

Banknet's capacity to process as many as 1,400 daily transactions every hour underscores just how fast a network that grows with demand.

[www.mastercard.com](http://www.mastercard.com)

**xibility.**  
**ovation.**  
**ue.**

MasterCard promotes a framework, called *value*, for all participants in the payments landscape, merchants, and financial institutions alike. We deploy tools that identify and mitigate fraud, which continues to decline. Our expense loyalty programs that deliver real cost savings. We protect the flow of funds with security, which makes electronic payment possible. We manage a data warehouse to support intelligent, real-time customer and helps differentiate their card portfolios.

MasterCard has built a platform that can provide new and emerging ways to pay, currencies, payment cards, contactless payments, and more. As consumer preferences change, and its network is ready.

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## Leading The Way

MasterCard's global brand is supported by advanced technology. Through Global Technology and Operations and our payment processing arm, we are committed to the payment industry. We will continue to create new and better ways to strengthen that our customers and cardholders, paying to bring ever greater value to every one, every day.

## Transaction Basics

Usually every MasterCard transaction around the world moves through three stages: authorization, clearing, and settlement.

### Authorization

As we mentioned earlier, there are usually two financial institutions involved in every transaction: the "issuer" and the "acquirer." The issuer is the financial institution that issues the card to the consumer. The acquirer is the financial institution that processes transactions for the merchant.

Sometimes, the issuer and acquirer are the same financial institution, and MasterCard's payment switching services aren't required. But when they're different, the acquirer sends the transaction off to its own bank (the issuer) for approval.

This step is critical because the issuer has a relationship with the cardholder. It is the appropriate institution to approve the transaction. When the issuer sends us that approval, we forward it to the acquirer, who notifies the merchant that the purchase has been approved.

One part of all of this happens in an instant (in fact, about 120 milliseconds), and we do it as many as 40 million times\* in a single day.

### Clearing

The next step is "clearing" the transaction, capturing all of the pertinent data and sending it to the issuer for posting to the account. This data includes the name of the merchant, purchase amount, date, and other transaction details.

### Settlement

The final step is "settle" funds between the issuing and acquiring institutions, meaning we transfer funds to ensure that merchants get paid in a timely manner. We also transfer the equivalent of billions of dollars by exchanging 180 different currencies—separating thousands of financial products from one another.

## Mission Control

We have to be ready any time of day or night, every day, to process transactions quickly and accurately. The Data Center and Operations Center makes it all possible.

Here, highly-trained experts monitor the functioning and health of our customers, global telecommunications network, and debit activity. Many of the most qualified professionals in our industry carefully monitor not only our own payment systems, but also our customer networks.

When a customer has a network problem, we detect it immediately and contact the financial institution to resolve a fast solution.

The result? Customers can always use their cards. They don't have to give it a second thought, and neither do the financial institutions. We're working behind the scenes, 24/7, to make sure of it.

\*The fastest time for us to clear during the last few months of the year around the globe, totaling over 40 million. Some purchases may take up to 48 hours to settle due to network delays.

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ADVANCE TO **B&B**. THE  
COGNAC LIQUEUR



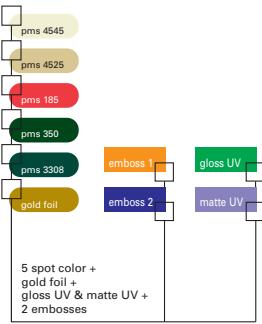
ENJOY OUR GOOD TASTE WITH YOUR GOOD JUDGEMENT.®  
B & B IS A REGISTERED TRADEMARK OF BENEDICTINE, S.A.  
©2003 IMPORTED BY BACARDI U.S.A., INC., MIAMI, FL LIQUEUR - 40% ALC. BY VOL.

WILKIN









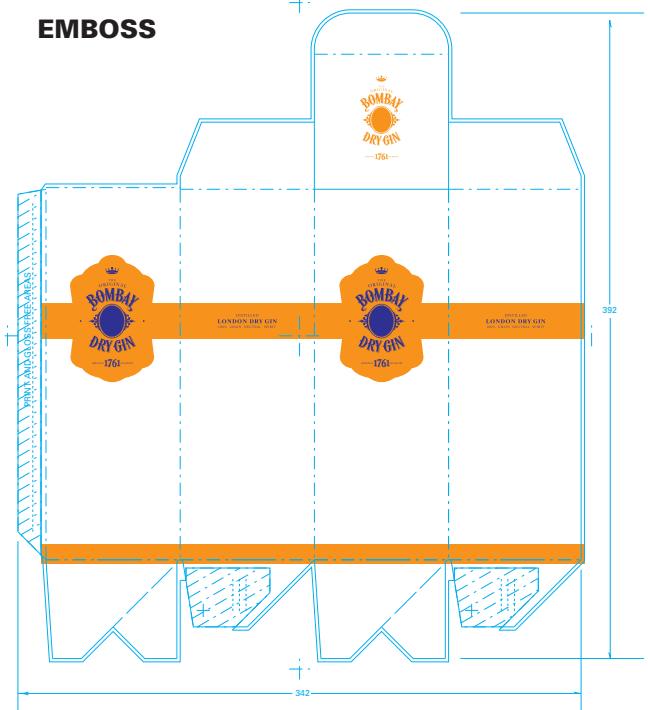
CYAN KEYLINE  
INDICATES RECOMMENDED  
UPC AREA  
DOES NOT PRINT

MAGENTA KEYLINE  
INDICATES OUR  
RECOMMENDED DIE-CUT  
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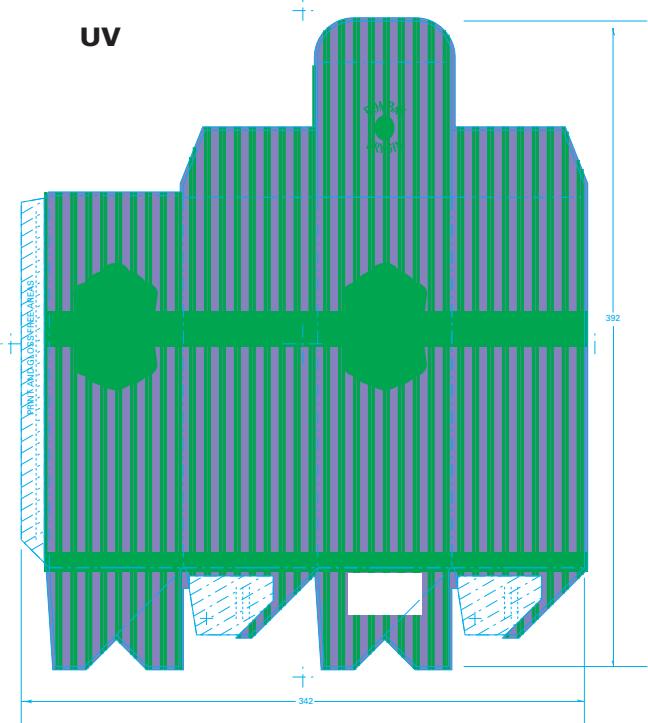
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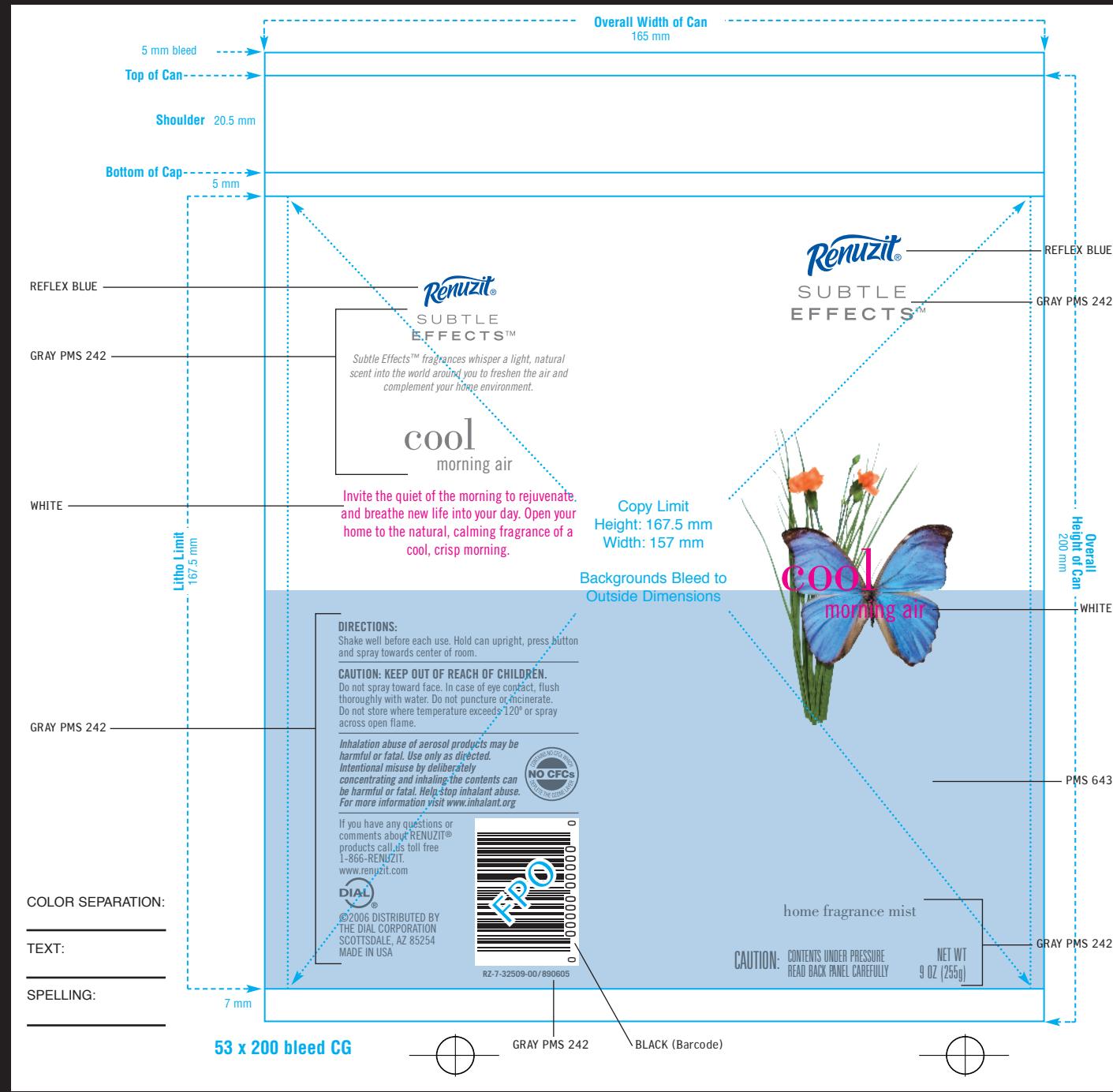


## EMBOSS



## UV





SEPARATOR NOTE:  
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NOT been trapped.  
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provide all trapping.

■ PMS 177

■ PMS 319

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■ PMS 843

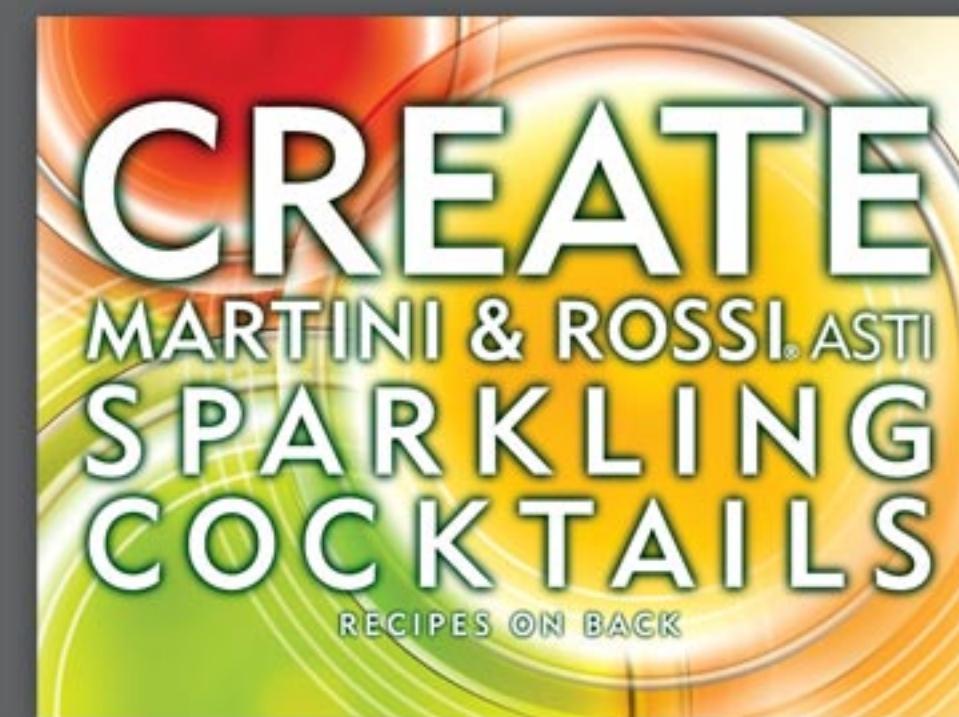
■ PMS 643

■ PMS 424

■ WHITE

■ BLACK





ASTI SOUR	ASTI COSMO	ASTI HONEYDEW	ASTI KIR
<p>Combine 1 1/2 oz. DISARONNO® ORIGINAL Amaretto liqueur and 2 oz. sour mix in a chilled shaker and strain into a highball glass. Top with MARTINI &amp; ROSSI® Asti and garnish with an orange slice or cherry.</p>	<p>Combine 1 oz. cranberry juice, 1/4 oz. Rose's Lime Juice and a splash of premium orange liqueur in a chilled shaker and strain into a martini glass. Top with MARTINI &amp; ROSSI® Asti.</p>	<p>Combine 1 1/2 oz. melon liqueur and 3 oz. lemonade in a chilled shaker and strain into a highball glass. Top with MARTINI &amp; ROSSI® Asti.</p>	<p>Pour 1 oz. crème de cassis into a 6-oz. flute and gently top with 4 oz. MARTINI &amp; ROSSI® Asti.</p>

ENJOY OUR GOOD TASTE WITH YOUR GOOD JUDGEMENT.® MARTINI & ROSSI IS A REGISTERED TRADEMARK OF MARTINI & ROSSI CORPORATION. ©2003 IMPORTED BY BACARDI U.S.A., INC., MIAMI, FL. ITALIAN SPARKLING WINE.





**NEW!**

**Sara Lee**

**mini Cream Puffs**

Puff Pastry Filled with Dairy Cream

Net Wt. 17.7OZ (1LB 1.7OZ) 501g

40 ct.

**mini Eclairs**

Puff Pastry Filled with Cream & Topped with Real Milk Chocolate

Net Wt. 19.5OZ (1LB 3.5OZ) 552g

38 ct.

easy to use,  
resealable &  
reusable tub

BRING THEM  
TO THE PARTY!

Nobody Doesn't Like Sara Lee.®

**THE ORIGINAL  
GIN & TONIC**

**BLOODY MARY**

**RETURN TO THE CLASSICS WITH BOMBAY® ORIGINAL**

**THE ORIGINAL GIN & TONIC**

**BLOODY MARY**

**TONIC KNOCKDOWN CO-PACK**

**2-Sided Case Card with Tear Pad 18" x 29"**

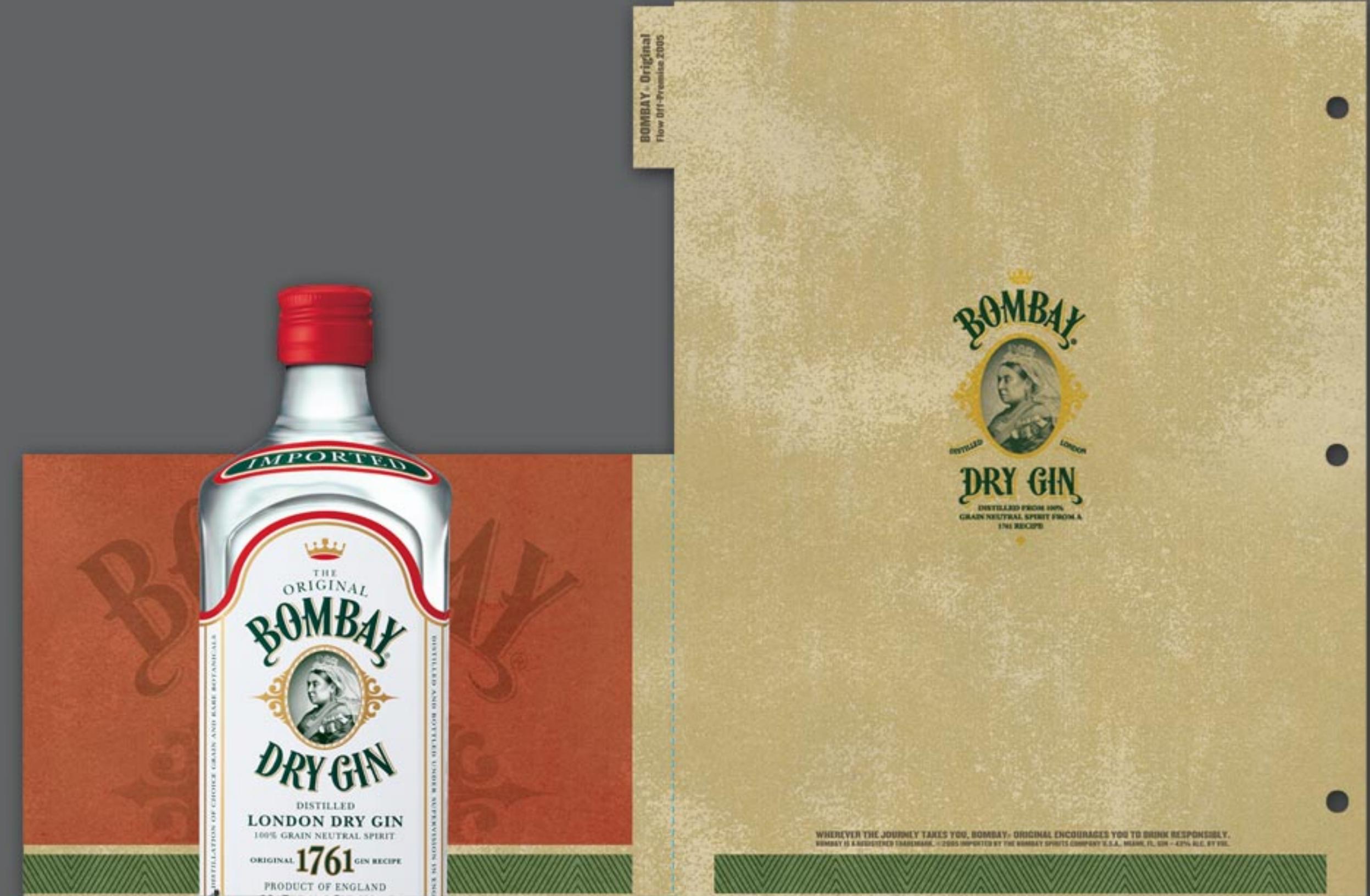
**Tear Pad 4" x 2 1/4"**

**BOMBAY® Make It Original DRY GIN**  
Features quick recipes for the Original Gin & Tonic, the Original Bloody Mary and the Original Tom Collins.

**Shelf Talker with Tear Pad 7" x 7"**

**BOMBAY® DRY GIN**

**TONIC KNOCKDOWN CO-PACK**  
12" x 6 1/4"  
The Original Gin & Tonic is made with BOMBAY® Original Gin. This convenient pack delivers a 750ml or 1L bottle of BOMBAY® Original with a 1L bottle of tonic.



**THE ORIGINAL**

- It's the right time to put BOMBAY® Original on display.
- BOMBAY® Original has achieved impressive growth of more than 10% over the most recent 52 week period.<sup>1</sup>
- In a market that is seeing many other brands decline,<sup>1</sup> this upswing for BOMBAY® Original is significant.
- The popularity of masculine, classic cocktails is on the rise as a whole new generation of adult consumers (21+)<sup>2</sup> rediscover their timeless appeal.<sup>1</sup>
- The crisp, clean taste of BOMBAY® Original is ideal for creating classic cocktails such as the Original Gin & Tonic, the Original Bloody Mary and the Original Tom Collins.

**BOMBAY® DRY GIN**

1 AC Nielsen, 52 weeks ending 10/22/04.  
2 "Welcome the Return of the Classic Mixed Drink," GfK News Service, December 7, 2004.



*The Barber of Seville*

A Presentation Of OPERA THEATRE OF SAINT LOUIS To Benefit

THE HUMAN RIGHTS CAMPAIGN And Their Work Toward LGBT Equality

TUESDAY | JUNE 13TH | 7PM SHARP



TO OUR NEIGHBORS AT:  
297 NEW NAME LANE  
ST. LOUIS, MO 63123



IMPORTANT!



TO OUR NEIGHBORS AT:  
297 NEW NAME LANE  
ST. LOUIS, MO 63123



IMPORTANT!



