



Laura Smith  
Legal Director  
Truth in Advertising  
PO Box 927  
Madison, CT 06443

June 1, 2016

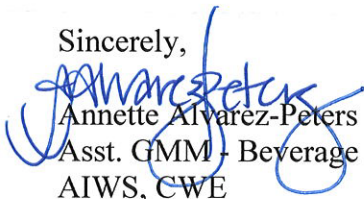
Dear Ms. Smith,

Thank you for your letter dated May 20, 2016. At Costco, we are aware that occasionally the wine vintage information we provide on our signage can be out of sync with the product on the sales floor. Since wine selection and inventory varies from state to state (and in some cases store to store), and because inventory sell through rates vary greatly, it is not always feasible for Costco to control ratings signage centrally.

Prior to receiving your letter, we instituted a company-wide procedure to help us keep the wine signage current. This includes a monthly review by our regional buying staff, and a quarterly reprinting of all wine signage in each warehouse store. Since vintages are sold through and replaced frequently, we will continue to list ratings for multiple vintages and update with current ratings as they become available.

We attempt to be transparent by listing multiple vintage ratings for each wine, and clearly stating "Ratings on Recent Vintages" which may include "no information available". Our members' trust is a core value of our business, and we continually strive to improve in every area of our messaging practices.

Sincerely,

  
Annette Alvarez-Peters

Asst. GMM - Beverage Alcohol  
AIWS, CWE

Costco Wholesale | 999 Lake Dr | Issaquah, WA 98027

