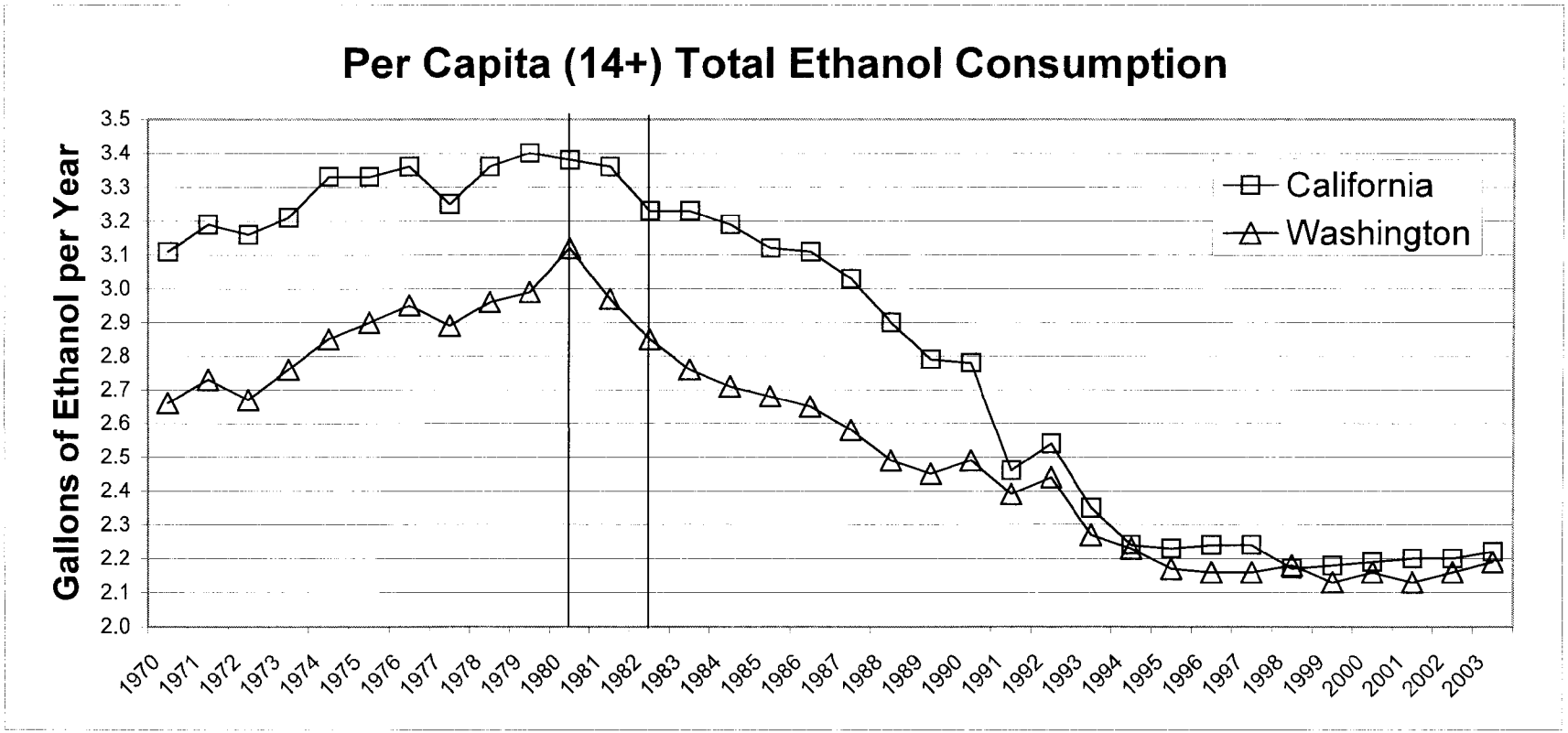
Per Capita (14+) Ethanol Consumption in California and Washington
Four Graphs; Total and by Beverage (Wine, Spirits and Beer)

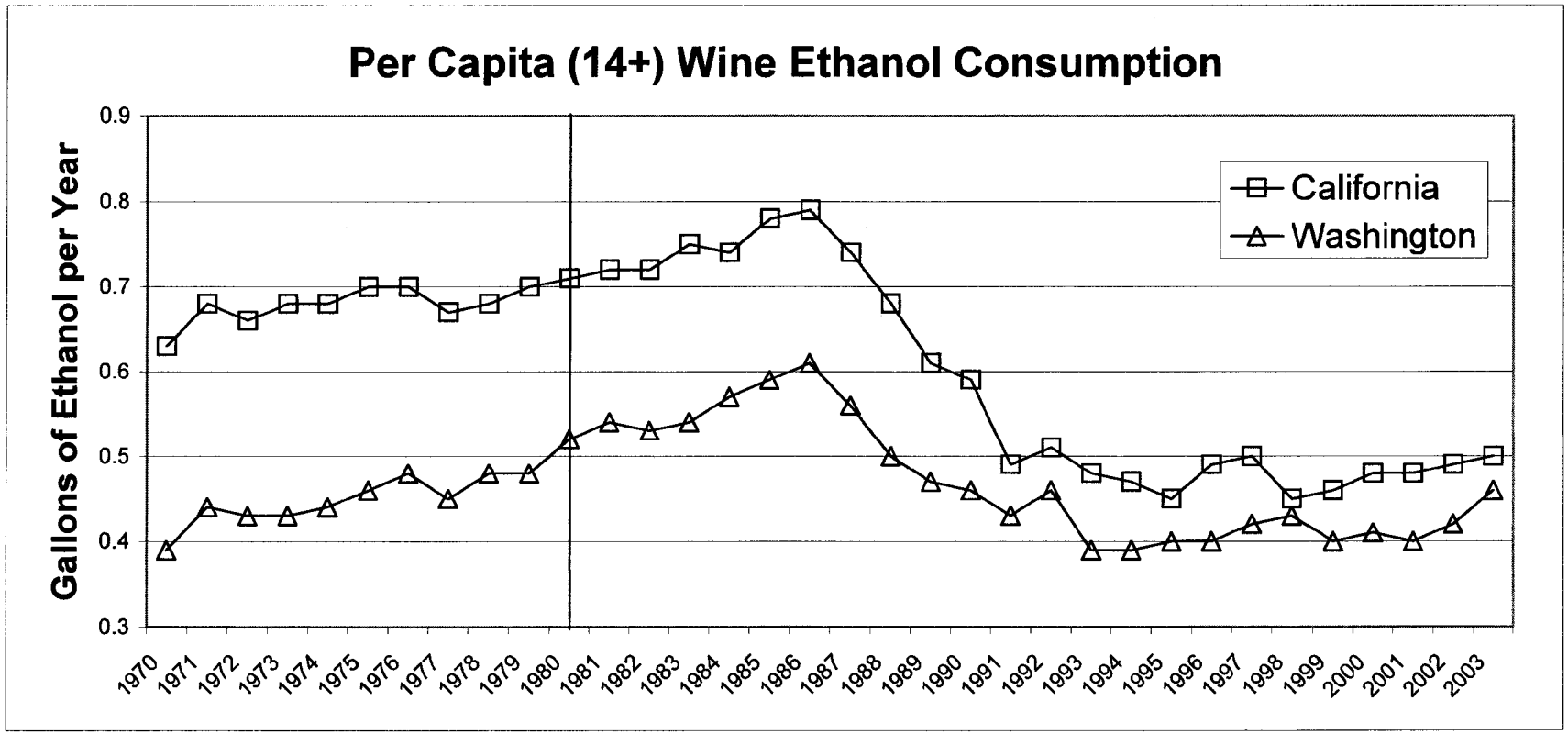
Graph 1
Per Capita (14+) Total Ethanol Consumption



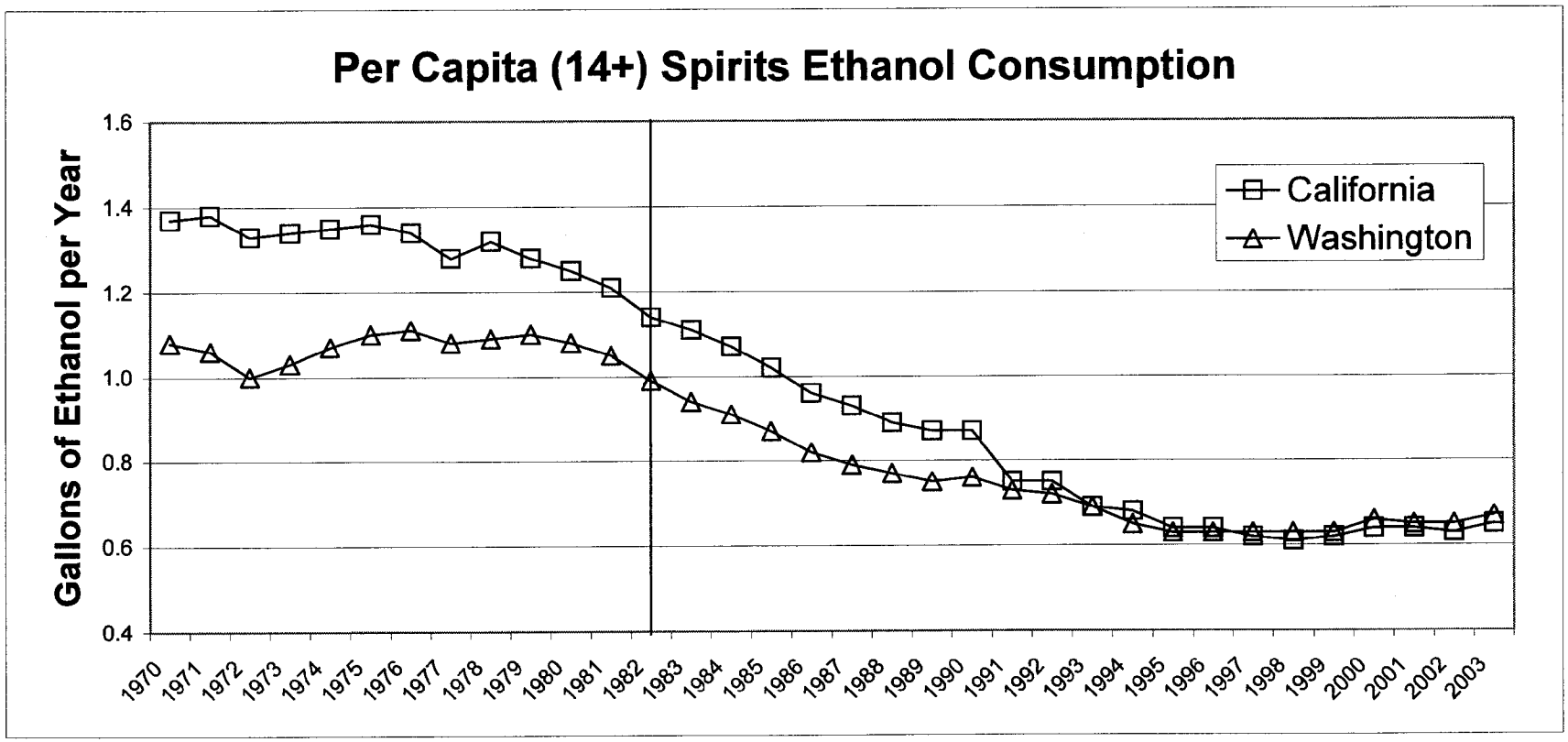
PLAINTIFF'S EXHIBIT
CASE NO. CV04-0360P
EXHIBIT NO. 314

TX314_001

Graph 2
Per Capita (14+) Wine Ethanol Consumption

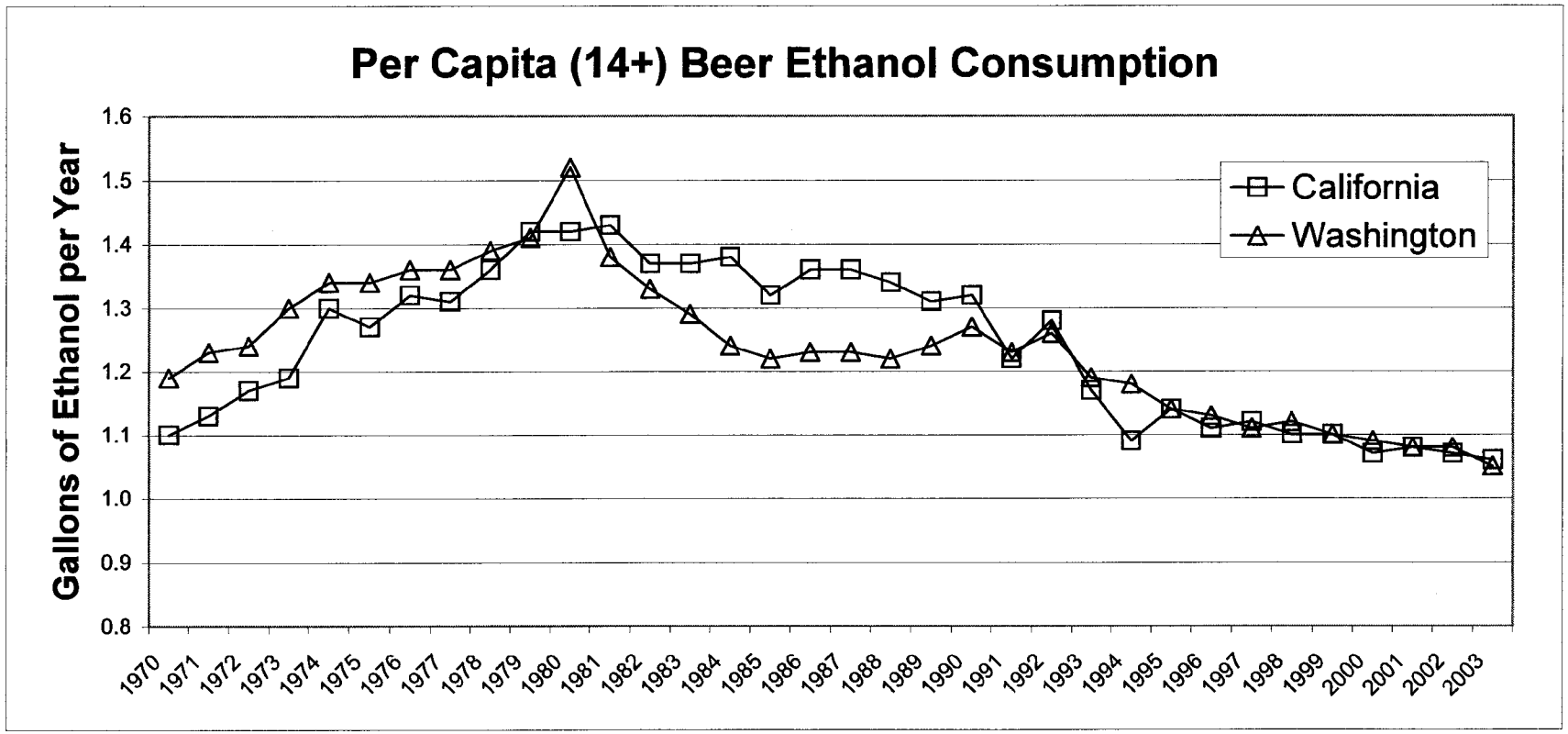


Graph 3
Per Capita (14+) Spirits Ethanol Consumption



TX314_003

Graph 4
Per Capita (14+) Beer Ethanol Consumption



TX314_004

Notes:

Data source is National Institute on Alcohol Abuse and Alcoholism's (NIAAA) data on per capita ethanol consumption, based on population age 14 and older, 1970-2003. Data was downloaded from http://www.niaaa.nih.gov/Resources/DatabaseResources/QuickFacts/AlcoholSales/consum03.htm on 3/6/2006.

Vertical lines correspond to the March 3, 1980 Midcal decision (California's price posting and fair trade laws on wine invalidated) and the October 22, 1982 Lewis-Westco decision (California's price posting laws on spirits invalidated).