

**America's
Flavor
Choice**

January 22, 2010

Nick A. Caporella
Chairman and
Chief Executive Officer

Dear *firm* Holder:

We are fortunate to be proud again – to be truly blessed again – to be so privileged again . . . to have earned your trust again.

This cash dividend, at this time, represents confirmation that your choice was right. We, *Team National*, are honored to have our Board declare a cash dividend of \$1.35 per share payable to shareholders of record on January 6, 2010!

Commitment . . . begins with a vision,
and ends with – result!

Thank you – for the inspiration of your loyalty, for it instills within us – the will to excel!

Our Board, along with our dynamic team of dedicated people and our families, wish you a year that shines – with the brightness of your spirit!

Thanking you for the wisdom of your choice –
National Beverage Corp.

Best Regards,

Nick A. Caporella

