



March 15, 2019

TO: All Trade Partners

**RE: New Sale of Data Download Website, Extended Payment Timeline**

Dear Trade Partners,

**New Sale of Data (SOD) Download Website**

We are excited to announce that starting March 18, 2019 the SOD program will be migrating to a new website! This new website will provide subscribers with:

- Enhanced browsing experience
- New API feature
- Improved website capabilities for future program enhancements

As users get acclimatized to downloading their data through the new site, both the current and new SOD sites will run in parallel until March 28, 2019 when current site will be decommissioned. Please update any links or processes to the new website to ensure continuous access. The new website can be found at <https://sod.lcbo.com>

To place an order for subscription packages please continue to use the existing subscription portal via your [www.lcbonet.ca](http://www.lcbonet.ca) account or by submitting [form LCB 2238](#) for new subscribers.

Any questions or feedback regarding the new website can be directed to [Saleofdata@lcbo.com](mailto:Saleofdata@lcbo.com)

**Extended Payment Timeline**

We have extended the deadlines for subscription payments.

- **Revised Subscription Payment Deadline – Friday April 5, 2019.** To ensure continuous data access for the 2019/20 subscription year, your subscription must be renewed and fee received no later than this date.

Questions regarding the SOD Program may be directed to [saleofdata@lcbo.com](mailto:saleofdata@lcbo.com)

Thank you for your continued support and partnership.

Sincerely,

Kyle Baker

Manager, Pricing Administration

**Kyle Baker**  
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