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EAGLE RARE LAUNCHES 2014 RARE LIFE AWARD

Cash Award Increased to a Total of \$64,000

FRANKFORT, FRANKLIN COUNTY, KY. (MAY 29, 2013) – Eagle Rare Single Barrel Bourbon Whiskey today announced the launch of the 2014 Rare Life Award and for the fourth year, a significant increase in prize levels. The Rare Life award has become a fast growing online phenomenon since its inception in 2010. The 2013 Rare Life Award went to Tonya M. Evans, who received \$30,000 for her charity, chosen from 142 nominees and topping online voting with over 91,000 out of over 400,000 total votes cast.

The Rare Life Award is an annual recognition program created to honor individuals who exhibit courage, leadership, survival, devotion, character and heroism. Candidates are nominated by friends, family and colleagues. Their stories and photos are posted online at www.eaglerarelife.com, where visitors vote on these inspirational stories. Nominations are now being accepted for the 2014 Rare Life Award at www.eaglerarelife.com. The 2014 Grand Prize award winner will be awarded a \$40,000 donation to the charity of their choice. In addition, six others will be selected and awarded \$4,000 to the charity of their choice. Entries will be posted at the Eagle Rare website online and the general public can vote for which most embodies the "Rare Life" core values through January 6, 2014. All winners will be chosen from the top 20 stories that receive the most votes and announced at the end of February 2014.

“The participation levels and the number of inspirational stories nominated have set new records for every year of this award, so we thought it only right that we continue to increase the prize levels accordingly ,” said Kris Comstock, Eagle Rare brand manager. “As the level of awareness for the Rare Life Award has grown, so too has the national media attention to its winners and the potential for more Americans to support each winners’ designated charity. We look forward to hearing the amazing stories of the rare lives nominated in the coming months.” Tonya Evans, grand prize winner in 2013, was

featured on the Fox Network morning show “Fox & Friends” upon winning the Rare Life Grand Prize in February 2013.

About Eagle Rare Bourbon

Eagle Rare Single Barrel Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, a family-owned company based in Frankfort, (Franklin County), Kentucky. The Distillery’s rich distilling tradition dates back to 1787 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Eagle Rare Bourbon is a 10-year-old single barrel bourbon that has won multiple awards, including five double gold medals from the San Francisco World Spirits Competition. To learn more about Eagle Rare visit www.eaglerarelife.com.