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**FOR IMMEDIATE RELEASE**

**BUFFALO TRACE BOURBON WHISKEY LAUNCHES  
ONLINE FOOTBALL CONTESTS**  
*Fantasy Football and Weekly Pick 'Em Games are Free to Play*

**FRANKFORT, Franklin County, Ky (Aug. 29, 2012)** Buffalo Trace kicks off an exciting year of gridiron action and great bourbon whiskey with the launch of its 2012 Fantasy Football League and Football Pick 'Em Challenge. Both contests challenge users to prove their football knowledge online.

“Football season is bourbon sipping season,” said Buffalo Trace Brand Manager Kris Comstock. “Bourbon lovers and football fans can compete online for prizes this fall. Both contests start when the Cowboys take on the Giants Wednesday, September 5th.”

Buffalo Trace is the flagship bourbon of America’s oldest continuously operating Distillery. The Distillery will award winners with a free trip to Kentucky, including hotel, airfare and more. Weekly prizes will also be awarded throughout the season. To compete, just go to [www.buffalotracefootball.com](http://www.buffalotracefootball.com) <<http://www.buffalotracefootball.com>> . The Pick 'Em Challenge is also available as a Facebook application at [www.facebook.com/buffalotracebourbon](http://www.facebook.com/buffalotracebourbon) <<http://www.facebook.com/buffalotracebourbon>> .

“We hope bourbon drinkers will enjoy these games,” said Comstock. “I expect football fans will relish the chance to compete for prizes, while enjoying award-winning bourbon.”

Both contests will run throughout the length of the pro football season. Further details can be found at [www.buffalotracefootball.com](http://www.buffalotracefootball.com) <<http://www.buffalotracefootball.com>> . Both contests are free to enter and contestants must be 21 years old to play. Please drink responsibly.

**About Buffalo Trace Distillery**

Buffalo Trace Distillery is 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.

Buffalo Trace Distillery is a fully operational Distillery producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. It was named *Whisky Magazine* 2010 World Icons of Whisky “Whisky Visitor Attraction of the Year.” Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit [www.buffalotracedistillery.com](http://www.buffalotracedistillery.com) <<http://www.buffalotracedistillery.com>> . To download images from Buffalo Trace Distillery visit [www.buffalotracedistillery.com](http://www.buffalotracedistillery.com) <<http://www.buffalotracedistillery.com>> . To download images from Buffalo Trace Distillery visit [www.buffalotracedistillery.com](http://www.buffalotracedistillery.com) <<http://www.buffalotracedistillery.com>> .

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