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FOR IMMEDIATE RELEASE

BUFFALO TRACE DISTILLERY ADDING GHOST TOURS TO LINEUP

Tours Will Kick Off After Distillery Is Seen on National TV Show "Ghost Hunters®"

FRANKFORT, Franklin County, Ky (Nov. 9th, 2011) – Apparently there are more spirits at Buffalo Trace Distillery than those aging in the warehouses, at least according to the investigators from a popular ghost hunting show that airs on the SyFy network. Buffalo Trace Distillery was investigated by television's number one paranormal reality series, "Ghost Hunters®" and the episode will air on Wednesday, Nov. 16th at 9:00 p.m. EST on the SyFy network.

The show's two lead investigators, Jason and Grant, said Buffalo Trace was one of the few sites they had been to where all of the investigators on the team had a paranormal experience. The show's producers came to Buffalo Trace asking to film there, due to viewer demand. It is the first time the TV show had ever filmed at a distillery.

Although the Ghost Hunters® findings are confidential until the show airs, it did prove to be a "touching" experience for Jason and Grant.

Now visitors can have their own experience as Buffalo Trace Distillery kicks off its Ghost Tours on Thursday, Nov. 17th at 7 p.m. The tours will run Thursday-Saturday evenings at 7 p.m. each evening, starting Nov. 17th and running indefinitely. (No tours Thanksgiving evening, Nov. 24th, Dec. 1st, or Christmas Eve or New Year's Eve.) Admission to the tours is complimentary, but guests do need a reservation, which they can make at 1-800-654-8471 or email giftshop@buffalotrace.com. Children are permitted, but those under 18 do need to be accompanied by an adult. The tours will conclude with a tasting.

The Ghost Tours will last approximately an hour, and follow the path as seen on "Ghost Hunters®," including some rarely-toured areas of the Distillery. "We're really excited to be able to offer this new tour to complement our other three tour offerings," said Elizabeth Hurst, visitor center manager for Buffalo Trace Distillery. "In addition to our Trace Tour, Hard Hat Tour, and Post Prohibition Tour, we now have a Ghost Tour that will undoubtedly appeal to a whole different audience. We're hoping it will really increase visitation to this region in Kentucky."

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*, *Malt 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 whiskeys. To learn more about Buffalo Trace Distillery visit www.buffalotrace.com <<http://www.buffalotrace.com>> . To download images from Buffalo Trace Distillery visit www.buffalotracemediakit.com <<http://www.buffalotracemediakit.com/>>

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