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FOR IMMEDIATE RELEASE

**BUFFALO TRACE BOURBON ANNOUNCES SECOND ANNUAL ONLINE
BATTLE OF THE BANDS CONTEST**

Facebook Application New to Contest this Year

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 10, 2012) – Buffalo Trace Kentucky Straight Bourbon Whiskey has launched its second annual online Battle of the Bands contest. The Battle of the Bands runs from January 10th until July 1st of this year. Bands or artists can upload songs to the online jukebox on the saloon website to enter to win.

Voting will take place at www.buffalotracesaloon.com or the new Buffalo Trace Battle of the Bands Facebook application. The inclusion of the new Facebook application will provide contestants an easier way to share their music with fans and potentially win prizes. The band or artist that receives the highest number of votes wins. Monthly winners receive \$500 and the overall winner earns \$5,000. Last year's Grand Prize winner was singer and songwriter Benton Blount from Greenville, South Carolina.

"The Buffalo Trace Battle of the Bands contest is just another exciting way for us to interact with our loyal fans," said Bourbon Brand Manager Kris Comstock. "The fresh new music rocks and anyone can listen online. This contest embodies the Buffalo Trace spirit of independence and the new dynamic sharing feature on Facebook will allow more people to enjoy cutting edge music."

For music and contest details, just go online at: <http://www.buffalotracesaloon.com/battleofthebands>, or on Facebook at <http://apps.facebook.com/btbattleofthebands>. Must be 21 years old to enter.

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 whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotrace.com. To download images from Buffalo Trace Distillery visit www.buffalotracediakit.com.

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