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FOR IMMEDIATE RELEASE

**BUFFALO TRACE DISTILLERY RELEASES
ONE-OF-A-KIND MILLENNIUM BARREL BOTTLING**

Distillery Hopes to Raise \$200,000 for Charity

FRANKFORT, FRANKLIN COUNTY, KY (June 8, 2011) – It was Dec. 31st, 1999, and the new century was dawning as the employees at Buffalo Trace Distillery in Frankfort, KY gathered around to watch the last barrel of the twentieth century roll into Warehouse V, the world’s only bonded single barrel aging warehouse.

Now nearly 12 years later, this Buffalo Trace Millennium Barrel bourbon has filled 174 beautifully handwritten and individually numbered bottles. Each Millennium Barrel bottle has been packaged in a numbered hardwood showcase box that includes a piece of this historic barrel’s charred oak stave and a brochure explaining the significance of this collector’s edition.

Endeavoring to do something special with this milestone barrel, the company will offer all 174 bottles to charitable organizations across the country free of charge to auction off and raise money for their worthwhile causes.

This commemorative bottling of the Buffalo Trace Millennium Barrel will not be available in stores. Bottles will only available to non-profit organizations wishing to raise funds for their charity. To be considered, organizations must submit an official U.S. non-profit tax ID number and auction the bottle within the 2011 calendar year. Applications will be taken online only, at www.buffalotacemillennium.com. Recipients of these bottles shall be notified by email on August 1st. Bottles will be shipped free of charge in August and recipients will have until Dec. 31, 2011 to auction the bottle.

“This was special barrel of barrel of whiskey and we want to do something with the bottles to help those in need,” said Kris Comstock, Buffalo Trace Brand Manager. “We really hope whiskey enthusiasts and collectors will help some deserving non-profit groups raise serious money. These 174 bottles are beautiful and the bourbon tastes amazing. Our goal is to raise \$200,000 for charity!”

Non-profit organizations can submit their request for a bottle online beginning today. The cutoff date to submit an online application is July 26th.

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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