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EAGLE RARE BOURBON LAUNCHES 2015 RARE LIFE AWARD

Charitable Donations Increased to \$80,000

FRANKFORT, FRANKLIN COUNTY, Ky. (May 27, 2014) – Eagle Rare Bourbon Whiskey announces the launch of the 2015 Rare Life Award, with an increase in prize money to a total of \$80,000. This is the fifth year in a row the prize money has increased. 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.

Last year the website traffic doubled to 1.2 million pages views, resulting in 921,000 total votes cast for 191 nominees. The 2014 Rare Life Award went to Angie Goodwin, who received \$40,000 for her charity, [Thumbs Up for Lane Goodwin Childhood Cancer Foundation](#).

Nominations are now being accepted for the 2015 Rare Life Award at www.eaglerarelife.com. The 2015 Grand Prize award winner will be awarded a \$50,000 donation to the charity of their choice. In addition, six others will be selected and awarded \$5,000 for their charity. Entries will be posted at the Eagle Rare website and the general public can vote for the person who most embodies the "Rare Life" core values through January 6, 2015. Winners will be chosen from the top 20 stories that receive the most votes and announced in March of 2015.

"We continue to be amazed by the rare lives that people lead and thrilled for the attention the Rare Life Award can provide these deserving heroes," said Kris Comstock, Eagle Rare brand manager. "The number of nominees has tripled since we began the Rare Life Award five years ago. More worthy charities are getting the increased exposure and resources they need to enhance their positive impact."

About Eagle Rare Bourbon

Eagle Rare Kentucky Straight Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, an American family-owned company based in Frankfort, (Franklin County), Kentucky. The Distillery's rich distilling tradition dates back to 1786 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.