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FOR IMMEDIATE RELEASE

**EAGLE RARE LAUNCHES
THIRD ANNUAL RARE LIFE AWARD**

Award Winner Will Receive a \$30,000 Donation to the Charity of their Choice

FRANKFORT, FRANKLIN COUNTY, KY. (MAY 31, 2012) – Eagle Rare Single Barrel Bourbon Whiskey has won its share of honors and awards. Now the bourbon is sharing its passion for excellence for a third year in a row by opening the nomination season for the 2013 Rare Life Award. This past February, the 2012 Rare Life Award was awarded to Grand Prize winner Edward E Clark Jr. for his incredible story. Throughout his life, Ed Clark has inspired and enabled millions of people to become involved in protecting wildlife around the world. For his amazing story Eagle Rare donated \$20,000 to the Wildlife Center of Virginia, a 501(c)(3) nonprofit set up to provide immediate veterinarian care for injured wildlife. The 2013 award will be awarded to a person with an amazing life story that demonstrates the bourbon’s core values of courage, leadership, survival, heroism, devotion and character.

Nominations are now being accepted for the 2013 Rare Life Award at www.eaglerarelife.com <<http://www.eaglerarelife.com>> . The 2013 Grand Prize award winner will be awarded a \$30,000 donation to the charity of their choice. In addition, six others will be selected and awarded \$3,000 to the charity of their choice. The total prize amount was increased for the third consecutive year. Entries will be posted at the Eagle Rare website online and the general public can vote on who they think most embodies the “Rare Life” core values through January 4, 2013. All winners will be chosen from the top 20 stories that receive the most votes and announced in early February 2013.

“We are thrilled to increase the Rare Life Award prize money for the third consecutive year,” said Kris Comstock, Eagle Rare brand manager. “Over the past two years we’ve received hundreds of nominations and hope to hear more amazing stories this year. This country is filled with courageous, generous, hardworking people who lead rare lives every day. We want to hear their stories. Eagle Rare Bourbon embodies life, liberty and the pursuit of happiness. This award will honor those who do the same. We want to hear their stories and award them.”

About Eagle Rare Bourbon

Eagle Rare Single Barrel Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, 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. Eagle Rare Bourbon is a ten-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 <<http://www.eaglerarelife.com>> .