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FOR IMMEDIATE RELEASE

**KENTUCKY BOURBON AMONG BEST NEW WHISKIES
IN THE WORLD FOR 2009**

Annual Malt Advocate Awards recognize Buffalo Trace Distillery

Franklin County, Kentucky— John Hansell, editor and publisher of notable whiskey publication, *Malt Advocate Magazine*, announced his picks last week for the “Top Ten New Whiskies for 2009.” Making the list were two bourbons from Buffalo Trace Distillery—Pappy Van Winkle 23 year-old and William Larue Weller Uncut and Unfiltered Kentucky Straight Bourbon Whiskey. The selected whiskies must have been for sale in the U.S. in the 2009 calendar year to be eligible.

“It’s wonderful to have John single out our bourbon as the best-of-the-best,” said Mark Brown, president and CEO of Buffalo Trace Distillery. “Consumers are continuing to discover Kentucky Bourbon. We are excited to increase bourbon’s presence worldwide and as the industry grows so will jobs throughout the Commonwealth of Kentucky.”

Along with the recognition of Buffalo Trace’s bourbons, Brown was named “Industry Leader of the Year.” This announcement also came as part of *Malt Advocate’s* annual awards.

“Mark is a visionary, incredibly driven, a clever businessman, and most importantly, passionate about whiskey. Like many other whiskey CEOs, he wants to make the perfect whiskey. But I have never seen anyone work this hard at it,” said John Hansell, publisher and editor of *Malt Advocate*, in his blog.

Hansell announced the awards daily on his blog “What does John know?” One award was posted each day with a description of the category and winner. Readers then had a chance to post comments and discuss. This was a new format for the announcements. In previous years the awards were announced during WhiskeyFest New York, held each fall.

For more information about Buffalo Trace Distillery visit www.buffalotrace.com and to learn more about Buffalo Trace’s award-winning whiskies go to www.greatbourbon.com.

About Buffalo Trace

Buffalo Trace Distillery is a family-owned company based in Franklin County, Kentucky. The distillery's rich distilling tradition dates back to 1787 and has included such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace is a fully operational distillery

producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. Buffalo Trace has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Malt Advocate Magazine* and *Wine Enthusiast Magazine*. Buffalo Trace has also garnered more than 200 awards for its wide range of premium whiskies.

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