



**Gate City Beverage Distributors and Heineken USA
Team Up to Emphasize Responsibility
at the Coachella Valley Music And Arts Festival**

COACHELLA VALLEY, CA, April 16, 2009 - At the 10th Annual Coachella Valley Music And Arts Festival, April 17 - 19, 2009, Gate City Beverage Distributors and Heineken USA together remind attendees to act and consume responsibly during the Festival.

Through a series of posters at the Coachella Valley Music And Arts Festival, consumers will be reminded to wear sunscreen, layer clothing appropriately, drink plenty of water, manage alcohol consumption, and recycle.

"Coachella Valley Music And Arts Festival is a great opportunity for thousands of individuals to spend an entire weekend listening to an extensive selection of great artists. We are proud to partner with Gate City Beverage Distributors and encourage consumers to act and consume responsibly as they relax and enjoy the music," said Dan Tearnio, Senior Vice President, Chief Corporate Relations Officer, Heineken USA.

"Coachella is a fantastic event that we all enjoy; with a bit of planning -- whether it be sunscreen, a designated driver or remembering to keep hydrated, everyone in attendance can the music-packed weekend in a tremendous setting to the fullest," Tom Reyes, President, Harbor Distributing and Gate City Beverage Distributors.

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Reyes Holdings distributes high quality food and beverage products throughout Ireland, North, Central and South America. Reyes Holdings operates Reyes Beverage Group, the largest beer distribution business in the United States. It also owns The Martin-Brower Company, L.L.C., a specialized quick-service restaurant distribution business that operates in eight countries, and Reinhart FoodService, L.L.C., the fifth largest privately-held broadline foodservice distributor in the United States. Forbes magazine ranks Reyes Holdings as the 26th largest privately held company in the United States and Crain's Chicago Business marks it as the second largest privately held company in the Chicago area. For more information about Reyes Holdings, visit the company website at www.reyesholdings.com.