



Diageo Honors Premium Distributors of Virginia LLC at Golden Bar Awards
PVA Wins Beer Excellence Award and Three-Year Consistency Award

NEW YORK- Diageo, the world's leading beverage alcohol company, honored spirits, wine and beer distributors at the Eighth Annual Golden Bar Awards at Lincoln Center in New York City on Thursday, July 21. Premium Distributors of Virginia was awarded the Golden Bar for Beer Excellence, as well as the Three Year Consistency Award.

Ivan Menezes, President and CEO of Diageo North America, said at the event, "Tonight, we honor and commend Diageo's distributors for their dedication and hard work over the past year." He continued, "The Golden Bar Awards recognize the best in the industry."

The Beer Excellence Award honors those distributors who have demonstrated high levels of sales capability and were the top performers on volume and sales driver execution in the country. Premium Distributors of Virginia has successfully delivered against a combination of priority targets for the business, including off-premise, on-premise, innovation, distribution, display, and compliance, while delivering the committed annual points plan plus a 5% growth in the on-premise.

The Three Year Consistency award recognizes the distributor that has delivered strong depletion growth in a market for three consecutive years. From fiscal year 2009 to fiscal year 2011, PVA stood out amongst other leading distributors as doing just that. Congratulations to Premium Distributors of Virginia for representing Reyes Beverage Group's mission and vision at the Diageo Awards.

About Diageo

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, JeB, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE).