



**REYES BEVERAGE GROUP EXPANDS TO THE SOUTH
WITH THE ACQUISITION OF FLORIDA DISTRIBUTOR SCHENCK COMPANY**

ROSEMONT, IL – Feb 10, 2010, Today, Reyes Holdings, L.L.C. announced that Florida Distributing Company, L.L.C., a wholly owned subsidiary of Reyes Holdings, L.L.C., has entered into an agreement to acquire substantially all of the assets of Schenck Company in Orlando, Florida.

Schenck Company is the largest beer distributor in Central Florida serving six counties and the 20th largest beer distributor in the United States selling 13 million cases of beer each year to 6,000 retail outlets. The acquisition includes a state-of-the-art 360,000 sq. foot warehouse and headquarters in Orlando, and branch locations in Brevard and Polk counties.

Florida Distributing Company will continue to serve retailers across Orange, Lake, Polk, Osceola, Seminole and Brevard counties with a broad portfolio of beer from 70 different brewers including MillerCoors, Crown Imports, Heineken USA, Diageo-Guinness, Boston Beer Company and Yuengling as well as the country's leading craft brewers.

"From six employees distributing Miller Brewing Company products in 1954 to the 500 strong team we have today I am proud of Schenck Company's history, and feel privileged to have worked with so many great people. Joining Reyes Holdings is an outstanding opportunity to continue the superb service and traditions Schenck is known for," said, Jay G. M. Schenck, Chief Executive Officer, Schenck Company.

"Florida is an outstanding market -- with approximately 50 million visitors each year and 115,000 hotel rooms (more rooms than New York City and second only to Las Vegas), it is a tremendous place to do business. Reyes Holdings has had great success with its food distribution operations in Florida over the years and we are excited to add beer distribution operations and the strong Schenck team to our ranks. We look forward to combining our abilities to grow both our own and our retailers' businesses in Florida," said James V. Reyes, Director Reyes Beverage Group.

The transaction is expected to close in April 2011.

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