



REYES BEVERAGE GROUP ANNOUNCES TWO VIRGINIA ACQUISITIONS

*Fredericksburg Distributing Company and Freeman Beverage
Join Premium Distributors of Virginia L.L.C.*

Rosemont, IL – October 8, 2010, Today, Reyes Holdings L.L.C. announced the acquisition of two Fredericksburg Virginia distributorships -- Fredericksburg Distributing Company and Freeman Beverage.

The Fredericksburg Distributing Company includes MillerCoors family of brands, Crown Imports, Pabst, Yuengling, Boston Beer and Mike's Hard Lemonade brands. Freeman Beverage adds Heineken USA, Diageo, Sierra Nevada, Pabst, Flying Dog and a number of other premium imports and crafts to Premium Distributing of Virginia's extended territory.

The transactions consolidate Premium Distributors of Virginia's business in four Virginia counties in which it already operates -- Prince William, Rappahannock, Fauquier and Culpeper while extending the company's territory into 14 contiguous counties to the south.

Premium Distributors of Virginia gains 3.5 million cases through these acquisitions becoming a 13.5 million case distributorship. Together, Premium Distributors of Virginia L.L.C., Premium Distributors of Maryland L.L.C. and Premium Distributors of Washington D.C. L.L.C. will deliver 21 million cases of beer annually to Mid-Atlantic retailers.

Commenting on the transactions, James V. Reyes, Director, Reyes Holdings L.L.C., said, "We are pleased to welcome the exceptional employees from Freeman Beverage and Fredericksburg Distributing to Premium Distributors of Virginia while consolidating our brewing partners' business in overlapping territories. Virginia is a tremendous market for us with 700 Reyes Holdings employees, working from six distribution centers, set to deliver 35 million cases of food and beverages to 6,500 customers across the Commonwealth of Virginia, through Premium Distributors of Virginia L.L.C., Reinhart FoodService L.L.C, and The Martin-Brower Company L.L.C."