



**Mesa Distributing, Heineken USA and The Gaslamp Quarter Association
Collaborate to Encourage Responsible Consumption
During the 2009 Mardi Gras, in San Diego CA**

San Diego, CA, February 16, 2009 - At the 15th Annual Mardi Gras event in San Diego, California, on February 24, 2009, Mesa Distributing, Heineken USA and The Gaslamp Quarter Association are coming together to raise awareness about responsible consumption and to provide a tool to encourage revelers to make a safe call after they celebrate.

SAFECALL™ cards will be distributed to approximately 50 licensed establishments in the historic Gaslamp Quarter in Downtown San Diego, California, for account management and servers to provide their customers as a reminder to enjoy the festivities responsibly. The cards provide patrons with a toll free number to call (1-800-TAXICAB) to order a cab to get them home safely.

“Since its establishment in 1983, the Gaslamp Quarter Association has supported responsible alcohol service in our establishments and at our events. At this year’s Mardi Gras Celebration, we are proud to join our long time friends at Mesa Distributing and Heineken USA to support the SAFECALL™ Program,” said Jimmy Parker, GQA Executive Director.

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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.