



SHAMROCK FESTIVAL ST. PATRICK'S DAY THE LUCK OF THE IRISH: DRIVE SAFE, DRIVE SOBER

San Diego, CA, March 13, 2009 -- On St. Patrick's Day, Tuesday, March 17, the Gaslamp Quarter Historic Foundation, San Diego Police Foundation, Mesa Distributing, and MillerCoors, are partnering to promote the importance of planning ahead to "Designate A Driver" and to "Drink Responsibility - Never Drive Drunk" - at the ShamRock Festival in the historic downtown Gaslamp Quarter.

A Designated Driver Booth has been proudly donated by the Gaslamp Quarter Historic Foundation, San Diego Police Foundation, Mesa Distributing, and MillerCoors. It will be located at ShamRock Festival entrance and remind the public to plan ahead and Designate A Driver. Patrons at the event can sign up and pledge to be a Designated Driver and will be rewarded for their responsible behavior with free non-alcoholic beverages and recognition for their habits to Stay Safe and Never Drive Drunk.

"The Gaslamp Quarter Historical Foundation is dedicated to hosting a safe, responsible, and fabulous ShamROCK event again this year. The Designated Driver Program and Shuttle Service has been a huge part of the success of ShamROCK in years past, and we are proud to be able to offer it again that thanks to the support of our sponsors. The GQHF feels confident that our guests enjoy the party AND get home safely. We expect our party goers to take advantage of this program and to have a safe, ShamRockin' St. Patrick's Day celebration in the Gaslamp Quarter," said Melissa Trew, Executive Director of the GQHF.

"A designated driver is a gift to family and friends," says Wenda Alvarez, CEO of the San Diego Police Foundation. "We're hoping thousands of San Diegans find a sober drive worth encouraging – and celebrating."

"Mesa Distributing is proud to offer the Designated Driver opportunity with our partners and team together to promote responsible behavior and provide safety programs to the public," said Steve Coston, General Manager, Mesa Distributing.

"By participating in this program MillerCoors hopes people will plan ahead for a safe ride to and from festivities, said Kim Marotta, vice president of corporate social responsibility for MillerCoors. Not only do we want to keep the roads safe on St. Patrick's Day but throughout the year."

###

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.