



**Don't Drink and Drive
Use SAFECALL^(TM) (1-800-TAXICAB)**

Harbor Distributing, Heineken USA, and The Grand Prix Association of Long Beach Encourage Responsible Consumption During the 2009 Toyota Grand Prix

LONG BEACH, Calif., April 13, 2009: At the 35th Annual Toyota Grand Prix of Long Beach, in Long Beach, California, April 16 - 19, 2009, Harbor Distributing, Heineken USA, and The Grand Prix Association of Long Beach are coming together to raise awareness about responsible consumption and to provide a tool to encourage fans to make a safe call after they celebrate.

SAFECALL^(TM) cards will be distributed to approximately 40 licensed establishments in The Pike area in Long Beach, 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. "The Toyota Grand Prix of Long Beach is dedicated to hosting a safe, responsible, and exciting Grand Prix event again this year.

"We are proud to join Harbor Distributing and Heineken USA to support the SAFECALL^(TM) Program," said Jim Michaelian, President of the Grand Prix Association of Long Beach.

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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.