



NEWS RELEASE

DISCUS is the trade association representing producers and marketers of distilled spirits sold in the United States.

Website: <http://www.distilledspirits.org>

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“Spirit of Mount Vernon” Industry Heritage Dinner and Rare Auction Raises \$200,000 for Historic Mount Vernon

- Four New Members Inducted Into George Washington Spirits Society -

WASHINGTON, DC – The Distilled Spirits Council’s ninth annual “Spirit of Mount Vernon” heritage dinner and rare spirits auction being held on the lawn of Mount Vernon tonight will raise \$200,000 for the education programs at Historic Mount Vernon, bringing the grand total for the history of this event to \$2.2 million.

“The partnership between Mount Vernon and the Distilled Spirits Council has been extremely important to our mission of educating people about George Washington,” said Jim Rees, executive director of Mount Vernon. “Not only has DISCUS supported exhibits that allow us to tell the story of Washington’s entrepreneurial endeavors, the organization continues to raise funds that directly benefit our education programs.”

“It has been a great honor for the spirits industry to work so closely with Mount Vernon to support its important education programs,” said Peter Cressy, President and CEO of the Distilled Spirits Council, which sponsored the gala event. “It has also been a wonderful opportunity to showcase George Washington’s role as a leading distiller and entrepreneur of his time.”

The live auction will feature bottles #1 and #2 of the limited edition George Washington Rye Whiskey distilled at the reconstructed distillery at Mount Vernon. Distilled according to the exact recipe found in Washington’s mansion records, the 471 bottles of the unaged Rye sold out in two hours on July 1 at the distillery. The winning bidder will take home bottle #2, while bottle #1 will be permanently displayed in the distillery museum with the donor’s name on a plaque.

Silent auction items will include: a Sean “Diddy” Combs-signed Cîroc bottle; a signed skate by Olympian Apolo Ohno; an Alonzo Mourning-signed Barcardi bottle and basketball; a Kid Rock-signed Jim Beam bottle; and a Catherine Malandrino-signed limited edition Cointreau bottle.

The gala dinner, supported by the Wine & Spirits Wholesalers of America and the International Dairy Foods Association, will be attended by over 650 guests including members of Congress, industry leaders and the media.

George Washington Spirits Society Inductees Honored:

During the event four new members will be inducted into the George Washington Spirits Society. The 2010 inductees include: U.S. Rep. John Yarmuth; James L. Bareuther; Jeff Becker (posthumously); and Olympic Champion Apolo Ohno.

“The George Washington Spirits Society exists to celebrate, manifest and uphold the noble traits and high standards exhibited by our Founding Father,” said Distilled Spirits Council President Peter H. Cressy. “The spirits industry is honored to celebrate the outstanding contributions of these four exemplary leaders who have each in their own way helped to enrich and inspire their communities, the spirits industry and the country.”

The honorees, who will be inducted as a “Guardian of His Spirit,” were selected by the Board of Trustees of the George Washington Spirits Society, which is made up of representatives of America’s leading distillers and Historic Mount Vernon.

Each honoree will be presented a medal made through an antique process using burnished silver over pewter, featuring an image of George Washington with the words “Heritage, Responsibility and Integrity” on one side and a replica of George Washington’s copper pot still on the other side.

THE GEORGE WASHINGTON SPIRITS SOCIETY 2010 INDUCTEES:

U.S. Representative John Yarmuth

Member of the U.S. House of Representatives from Kentucky, member of the House Ways & Means Committee and a Senior Whip for the majority party is nominated for his extraordinary service to and leadership of his state and country.

Mr. James L. Bareuther

Retiring COO of the Brown-Forman Corporation, two-term Chairman of the Distilled Spirits Council, Vietnam Veteran and active member of numerous charitable boards is nominated for his remarkable service to the spirits industry, his community and country.

Mr. Jeff Becker (Posthumously)

Long-time President of the Beer Institute and former National Director of the Techniques of Alcohol Management for the National Licensed Beverage Association is nominated for his commitment to preventing underage drinking, his dedication to social responsibility, and his tireless efforts to enhance industry unity.

Mr. Apolo Ohno

The most decorated winter Olympian in history is an active partner with The Century Council in promoting its *Ask, Listen, Learn: Kids and Alcohol Don’t Mix* program, which encourages middle school students to say “yes” to a healthy lifestyle and “no” to underage drinking. Ohno is nominated for his commitment to the fight against underage drinking, his exemplary service to the youth of America, and for his extraordinary representation of his country.

Previous inductees of the “George Washington Spirits Society” include: Ambassador W. L. Lyons Brown, Jr.; General Alfred M. Gray, USMC (ret.); A. Raymond Tye; Charles Bailes, Jr.; Harvey R. Chaplin; The Honorable Jim Bunning; Herman R. Merinoff; Harold A. “Hal” Gershman; Bill Samuels, Jr.; The Honorable Tommy Thompson; The Honorable Ron Lewis; Raymond Herrmann; Paul S. Walsh; Marvin R. Shanken; William Goldring; Sidney E. Frank; The Honorable James E. Clyburn; Baroness Jean Coussins; Thomas J. Donohue; Robert Epstein; The Honorable Tom Harkin; The Honorable Frank Keating; Patrick Ricard; Esther Vassar; Bennett Glazer; The Honorable Shelley Berkley; Red Cavaney; The Honorable John E. Jones, III; and Vern Underwood.