

**DISTILLED
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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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Rare Commemorative Bottles to Be Auctioned at Mount Vernon

Washington, DC – Rare commemorative bottles of whiskey and Rum aged and bottled at George Washington’s Distillery by America’s Greatest Master Distillers will be auctioned at the Annual Spirit of Mount Vernon Fundraiser on September 28, 2004.

These one-of-a-kind bottles include: Casa Bacardi (Bacardi), Cruzan Rum (Todhunter), George Dickel (Diageo), I.W. Harper (Diageo), Jack Daniel’s (Brown-Forman), Maker’s Mark (Allied Domecq), Mount Vernon Whiskey (Future Brands/Jim Beam), Platte Valley (McCormick Distilling), Very Old Barton (Barton Incorporated), Wild Turkey (Pernod Ricard), and Woodford Reserve (Brown-Forman).

Sponsored by Distilled Spirits Council, Wine & Spirits Wholesalers of America, and Historic Mount Vernon, this event marks the third year that leaders from different

tiers of the spirits world have come together to preserve and honor the rich, cultural history of the industry. The money will be used to support Mount Vernon's national education initiative, "To Keep Him First." More than \$350,000 has been raised.

"The distilled spirits industry is proud of this partnership to educate the public about a facet of our first president's life that not many know about – George Washington, the distiller." said DSC President Dr. Peter H. Cressy, whose organization along with WSWA have also raised more than \$1.2 million to restore Washington's distillery at Mount Vernon.

The bottles being sold are from barrels that have been aging at Washington's Mount Vernon Estate since they were shipped down the Potomac River to Mount Vernon three years ago at a colonial re-enactment that kicked off the distillery groundbreaking.

Each bottle sold will display a medallion commemorating Washington's whiskey distillery as well as unique Mount Vernon labels that have been specially approved by the U.S. government. Last year's event was attended by 750 guests including members of Congress, Cabinet Secretaries, Ambassadors and the media.

The September auction and dinner will be held on the mansion lawn overlooking the Potomac River.

Future auctions will include bottles of George Washington's own Rye Whiskey recipe, which was recreated last year by a team of Master Distillers from America's top whiskey brands, and which have been aging at Mount Vernon.

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