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FOR ANGEL'S ENVY, TRUE GREATNESS LIVES IN THE FINISH

*Portfolio includes Bourbon Finished in Port Barrels,
Cask Strength Bourbon Finished in Port Barrels, and
Rye Finished in Rum Casks*

Louisville, Kentucky - Louisville Distilling Company has come a long way since its humble beginnings in 2010. Angel's Envy (flagship), is a super-premium bourbon of uncompromising character and quality, and in 2013 was the 5th fastest growing whiskey, according to Nielsen.

The small batch artisan whiskey is the culmination of the late Master Distiller Lincoln Henderson's storied career. A pioneer of the premium bourbon and whiskey categories in the U.S., Lincoln came out of retirement to create one of the world's finest whiskeys on his own terms—with respect for bourbon's traditions, but a restless craftsman's instinct to improve. Few men are called a "living legend" by their peers, but Lincoln was also an inaugural inductee of the *Bourbon Hall of Fame* after 40 years of working on world-class brands, such as Woodford Reserve and Jack Daniels.

With The Louisville Distilling Company, Lincoln had complete creative freedom to craft Angel's Envy his own way. He chose to return to the original process of hand-blending whiskey in small batches of 8-10 barrels—making decisions based on a specific taste profile. And while our first bourbon was exceptional, Lincoln still wasn't satisfied. He wanted to explore a secondary barrel finish, and based on the flavor profile of our bourbon, he chose Port wine barrels to lend our whiskey a remarkably smooth and complex finish.

As far as the name goes, it's well accepted that the amount of bourbon lost to evaporation during the aging process is known as the 'angel's share.' If you ever had the opportunity to sit down with Lincoln, you know that he had a peculiar sense of humor. And so Angel's Envy found its name.

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Angel's Envy/ Page 2

In addition to the flagship bourbon finished in port barrels, which is now available in more than 30 U.S. markets, the Company offers Angel's Envy Cask Strength finished in Port barrels and Angel's Envy Rye finished in Caribbean rum barrels. Each Expression showcases Lincoln's passion for experimenting outside of conventional norms and producing unique whiskey steeped in tradition, but with an unexpected finish.

ANGEL'S ENVY BOURBON FINISHED IN PORT BARRELS (EXPRESSION 10/10)

This Expression possesses a warm spirit, lacking any hint of edginess with ephemeral notes of port wine and a rich amber hue. Our bourbon is aged for 4-6 years in American white oak barrels and finished in hand-selected port casks for an incremental 3-6 months. The final result is exceptionally smooth and nuanced with an incomparable finish.

Availability: Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, Nevada, New York, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Washington, Washington DC, and Wisconsin.

Details: Suggested retail price (750ml bottle): \$47.99. 86.6-proof, 43.3% alcohol by volume

Awards: *Wine Enthusiast* Magazine awarded Angel's Envy 98/100 points—their highest-ever rating for a bourbon. Angel's Envy also received five stars (highest recommendation) from F. Paul Pacult's *Spirit Journal*, a 93 rating from *Malt Advocate* and was named the 2013 Editor's Top Pick Award of Excellence by *Beverage Industry News*. Angel's Envy was recognized by *Malt Advocate*, *The Bourbon Review* and *Maxim* as one of the top spirits released in 2010.

ANGEL'S ENVY CASK STRENGTH BOURBON FINISHED IN PORT BARRELS

Angel's Envy judges only a handful of barrels worthy for their lengthy Cask Strength Finishing process. The whiskey is aged to the perfect level of richness and maturity. The result is a masterpiece, and every year's release has its own distinct character and quality. A remarkably complex and unfiltered spirit, it's best enjoyed neat or with a splash of water to release the flavor nuances.

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Angel's Envy/ Page 3

Availability: CA, FL, IL, KY, MA, NY, TN and TX

Details: Suggested retail price (750ml bottle): \$179.99. 123-proof, 61.5% alcohol by volume

Awards: Paul Pacult of *Spirit Journal* named Angel's Envy Cask Strength the "Best Spirit in the World" in the June 2013 issue, giving it five stars and noting it "deserves a sixth rating star." *Wine Enthusiast* magazine also praised Cask Strength with 94/100 points.

ANGEL'S ENVY RYE FINISHED IN RUM CASKS

Angel's Envy starts with a spicy mash bill of 95% rye and 5% malted barley and ages the whiskey for a minimum of six years in new American, charred oak barrels. Next, the rye is finished in hand-selected Caribbean rum casks, which began as small French cognac barrels, for up to 18 months. The mingling of raw, spicy and earthy rye notes paired with the sweetness imparted by rum finishing, results in an exceptionally smooth and accessible ultra-rye whiskey.

Availability: California, Colorado, Florida, Illinois, Kentucky, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Washington, and Washington DC.

Details: Suggested retail price (750ml bottle): \$79.99. 100-proof, 50% alcohol by volume

Awards: Both *The Tasting Panel* and *Wine Enthusiast* magazines awarded Angel's Envy Rye with 94/100 points.

DISTILLERY

Located in downtown Louisville on the corner of Main Street and Jackson, the Angel's Envy distillery is bringing the great Kentucky bourbon-making tradition back to the city. The new craft distillery and brand home are a great starting point for the Bourbon Trail and open to the public for guided tours. Tours are by reservation only, so be sure to book your visit online at <https://www.angelsenvy.com/distillery/visit/>

For more information, please visit us at www.angelsenvy.com or on Facebook <https://www.facebook.com/AngelsEnvyBourbon> and Twitter https://twitter.com/Angels_Envy (@angels_envy).

Angel's Envy 2014. Heaven Can Wait. Please Drink Responsibly.

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