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PRESS RELEASE | July 9, 2013, 1:05 p.m. ET

Louisville Distilling Co. Breaks Ground on New Angel's Envy Distillery in Downtown Louisville



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FISHER INVESTMENTS*

Governor Steve Beshear & Mayor Greg Fischer Attend Official Ribbon Cutting on Tuesday, July 9

LOUISVILLE, Ky.--(BUSINESS WIRE)--July 09, 2013--

Louisville Distilling Co. LLC, producers of the highly celebrated Angel's Envy bourbon, announced today that it will construct a new state-of-the-art distillery and brand experience center in downtown Louisville.

Angel's Envy Bourbon Port Cask Finish (Photo: Business Wire)

The company has concluded a deal with the State of Kentucky for the purchase of property on the corner of Main Street and Jackson, formerly known at the Vermont American Building and Baer Fabrics. An official ribbon cutting ceremony, welcoming special guests Governor Steve Beshear and Mayor Greg Fischer, is planned for Tuesday, July 9 at 1:00pm.

"We are thrilled to have such an amazing location for our new distillery," said Marc Bushala, President and CEO of Angel's Share Brands LLC, the parent company of Louisville Distilling Co. LLC. "We have spent the past two years evaluating potential sites in downtown Louisville, looking for the perfect property. The City has been great to work with and very supportive in our efforts to find the ideal location."

Louisville Distilling Co. plans to invest approximately \$12MM in the renovation of the Vermont American and Baer Fabrics buildings and equipment. LDI has hired Louisville-based Joseph & Joseph Architects to manage the project, which will house the Angel's Envy distillery operations, as well as a "brand experience" center that will be open to the public and include guided tours of the distillery.

Master Distiller Lincoln Henderson noted, "I feel blessed to do what I truly love to do. It is a dream come true to have my own distillery on Main Street in downtown Louisville."

Wes Henderson, son of Lincoln Henderson and C.O.O. for Angel's Share Brands added, "We are constructing a fully functioning distillery, from milling of grains to blending and bottling on site. The Angel's Envy distillery will be a must-see experience on the Urban Bourbon Trail."

The Company also announced today that Louisville based private equity firm Blue Equity, LLC has made a significant investment in its parent company, Angel's Share Brands. Blue Equity, LLC Chairman and Managing Director Jonathan Blue said, "We are very pleased to have joined the investment group at Angel's Envy. In just a few years, Angel's Envy has been recognized as one of the best bourbons on the market. With the launch of the new distillery and brand experience center, the future looks even brighter for this incredible brand."

"This is an exciting addition to Kentucky's vibrant bourbon industry, with Angel's Share Brands creating 40 new jobs and investing \$10 million in a new distillery," said Gov. Steve Beshear. "As bourbon continues to gain in popularity across the world, we will continue to work hard to foster new opportunities for jobs and investment. We take a lot of pride in this signature product, and the industry's global success shows the type of dedication and craftsmanship that makes Kentucky stand out."

"We are delighted that Angel's Envy has selected Main Street for its Louisville distillery," said Louisville Mayor Greg Fischer. "It is exciting that we will have an iconic bourbon brand as part of the history and culture that makes up this vital corridor of Louisville's downtown. Angel's Envy's dedication to its quality product and economic commitment to the Louisville community are both representative of what makes

Louisville and Kentucky the bourbon capital of the world."

Louisville Distilling Company expects the new distillery to be up and running in 2014.

Angel's Envy has released three Expressions to-date, each of which exhibits Lincoln Henderson's passion for experimenting outside of conventional norms and producing unique whiskey steeped in tradition, but finished with a twist.

-- Bourbon Port Cask Finish, which is distilled for an unparalleled smoothness, aged for 4-6 years in American white oak barrels and finished in hand-selected port casks for an incremental 3-6 months. Now available in more than 20 U.S. markets and China, the expression earned a 98/100 points from Wine Enthusiast magazine -- the highest-ever rating for a bourbon -- and five stars (highest recommendation) from F. Paul Pacult's Spirit Journal

-- Cask Strength, a sold-out November 2012 limited release in Kentucky and Nashville, Tenn., which is aged to the perfect level of richness and maturity in the few American white oak barrels that made the cut. Paul Pacult of Spirit Journal named the Cask Strength "Best Spirit in the World" in the June 2013 issue, giving it five stars and noting it "deserves a sixth rating star"

-- Rye Whiskey, a new Expression made with 95% rye and 5% malted barley that's aged for at least six years in new American, charred oak barrels and finished in hand-selected Caribbean rum casks for up to 18 months. Now available in select markets, including Kentucky

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

Angel's Envy 2013. Heaven Can Wait. Please Drink Responsibly.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130709006366/en/>

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