



NEWS RELEASE

For Release: Monday, March 30, 2009
Contact: **Lenny Francoeur**, Tournament Director
(479) 715-6103 or lenny@toyotatexasbassclassic.com
Adam Harris, Marketing & Communications Manager
(919) 531-0500 or adam@toyotatexasbassclassic.com

EVAN WILLIAMS PARTNERS WITH TOYOTA TEXAS BASS CLASSIC

LAKE CONROE, TEXAS – The Toyota Texas Bass Classic (TTBC) and Evan Williams Kentucky Straight Bourbon Whiskey, the country’s second largest selling Bourbon brand, have announced a two-year partnership that positions Evan Williams as the official bourbon of the Toyota Texas Bass Classic. As part of this partnership, Evan Williams’ branded concessions area will be one of the highlights of the expo area. The TTBC will be held October 16 – 18 at Lake Conroe in Montgomery, Texas.

“Evan Williams Bourbon is excited about extending our involvement in professional bass fishing by being the Official Bourbon of the Toyota Texas Bass Classic,” stated Susan Wahl, Brand Manager for Evan Williams at Heaven Hill Distilleries. “We have continuously upped our stake in the sport since we first became involved seven years ago. We feel we are supporting an important and growing sport and that we are reaching many of our customers and prospects in a relevant way. Research concludes that 25% of all fishing enthusiasts drink Bourbon and this event is the perfect sampling opportunity and brand awareness builder.”

Evan Williams Bourbon, produced in Bardstown, Kentucky, will receive significant exposure across all of TTBC’s promotional elements and on a nationally-aired CBS Sports broadcast. The multi-year agreement also provides Evan Williams with additional onsite exposure opportunities.

Evan Williams has a strong commitment to the bass fishing industry and will continue to be the primary sponsor of Professional Anglers Association pro Jason Quinn of Lake Wylie, South Carolina, whose boat and tow vehicle prominently displays the brand. Quinn is a two-time TTBC qualifier.

“The Toyota Texas Bass Classic is happy to bring Evan Williams on board as the official bourbon for 2009 and 2010,” said Tournament Director Lenny Francoeur. “Evan Williams has a reputation for making the finest bourbon whiskey around and we are pleased that our spectators will be able to enjoy it as well as other Evan Williams’ branded items.”

For the first year, the TTBC is positioned as the world championship of the PAA Tournament Series and the format will be an individual angling competition, making the event a true world championship. The

octagon



field will be comprised of 60 anglers, all qualified members of the PAA who earn spots based on PAA Tournament Series finishes or other merits.

The Toyota Texas Bass Classic is sanctioned by the Professional Anglers Association with technical assistance and support from Texas Parks and Wildlife Department's Inland Fisheries Division. Title sponsor for the event is Toyota. Evan Williams is the official bourbon. The tournament will be held on Buffalo Springs, a planned development in the City of Montgomery. Corporate partnership opportunities are available for 2009. For additional information, visit www.toyotatexasbassclassic.com.

About Evan Williams Bourbon

Evan Williams is named for Kentucky's first distiller of 1783. Evan Williams is produced and marketed by Heaven Hill Distilleries, Inc. Today, Heaven Hill's Master Distillers, Parker & Craig Beam, oversee the production of Evan Williams using the same process and traditional recipe made popular by the brand's namesake.

About Heaven Hill Distilleries, Inc.

Founded in 1934, Bardstown, KY-based Heaven Hill Distilleries, Inc. (www.heaven-hill.com) is the nation's largest independent, family-owned and operated spirits producer and marketer and the world's second-largest holder of Kentucky Bourbon. Heaven Hill's diversified portfolio of brands includes The Christian Brothers Brandies; Evan Williams Kentucky Straight Bourbon Whiskey; Hpnotiq Liqueur; Whaler's Rum; Burnett's Gin and Vodkas; Dubonnet Aperitif; PAMA Pomegranate Liqueur; Água Luca Brazilian Rum Cachaça, Lunazul Tequila and La Certeza Tequila.