

Tryon Distributing, Prestige Wines Support “We Don’t Serve Teens” “Safe Summer” Campaign

Register signs, table tents, storefront posters distributed free of charge

CHARLOTTE (July 30, 2008) - Tryon Distributing and Prestige Wines of Charlotte today jointly announced its planned activities in support of the national “We Don’t Serve Teens” (WDST) “Safe Summer” campaign aimed at reducing underage drinking.

Tryon and Prestige will provide campaign materials to all of their retail outlets around Charlotte -- free of charge -- including stickers, register signs, storefront posters and table tents. Tryon president, Brad Johnston says the move underscores his commitment to social responsibility in the community.

“Nobody in our industry would want an underage person to be able to purchase our products. That is just bad business,” said Johnston. “Being a Boy Scout leader I see it as youth protection, and want to do anything I can to help eliminate problems for our business like any other industry.”

In 2007 the US Senate passed a resolution and 33 governors issued proclamations applauding the “We Don’t Serve Teens” campaign and the commitment from public and private sectors to confront teen alcohol abuse. In 2008 WDST continues its focus with a “Safe Summer” campaign theme and by highlighting industry partnerships and programs, the three-tier system and the effectiveness and importance of regulating beverage alcohol on a state-by-state basis.

Local wine distributors such as Tryon and Prestige regularly fund, support and promote programs designed to prevent underage drinking.

“The We Don’t Serve Teens program is an invaluable partnership of government and industry that does a great deal of good for communities across North Carolina,” said Bill McConnell of Prestige. “Prestige Wines is honored to play a prominent role in that campaign”

The “We Don’t Serve Teens” campaign is sponsored and run by the Federal Trade Commission, but includes a broad coalition of groups from the government, advocacy, and beverage alcohol industry spheres. For more information on the WDST campaign visit www.dontserveteens.gov

According to the Wine and Spirits Association (WSWA) North Carolina wholesalers paid more than \$15.2 million in excise and business taxes last year - an increase of nearly eight percent. The state wine and spirits industry impacts approximately 24,000 employees from wineries and distilleries to retailers.

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