



***Big Green Egg® and Evan Williams Bourbon
Launch the "Grill with the Greats" Promotion***

(Atlanta, Georgia, August 15, 2011) The Big Green Egg Company, the leading brand in the ceramic cooker market segment, and Evan Williams Kentucky Straight Bourbon Whiskey, have announced a Fall 2011 promotion sure to fire up Bourbon fans and grilling aficionados — the Evan Williams and Big Green Egg "Grill With the Greats" Sweepstakes.

Evan Williams, the fastest growing premium Bourbon in the country according to A.C. Nielsen, has created a fully integrated marketing program designed to hit all the hot buttons for outdoor chefs and Bourbon aficionados, while offering retailers compelling merchandising displays. Using large and impactful point of sale displays, on-the bottle neckers as well as print advertising in national consumer magazines and web and social media, Evan Williams will encourage Bourbon drinkers to enter a Fall sweepstakes to win an ultimate getaway — a trip for two to "The Bourbon Capital of the World®", Bardstown, Kentucky, to visit the Heaven Hill Distilleries, producers of Evan Williams Bourbon. The lucky winner will also enjoy a private dinner grilled by Big Green Egg culinary partner and celebrity chef Grady Spears, known as "The Cowboy in the Kitchen", along with the 6th and 7th generation Master Distillers at Heaven Hill Distilleries, Parker and Craig Beam.

The lucky winner will also take home their own Big Green Egg, the ultra popular ceramic cooker that is a smoker, a grill and an oven all rolled into one. "Fans of the EGG® are passionate about memorable meals shared with family and friends," said Jodi Burson, marketing manager for The Big Green Egg Company. "The distinctive and flavorful taste of Evan Williams Bourbon makes it both an excellent enhancement to foods and a versatile ingredient in sauces and dessert recipes. The winners of this promotion will truly enjoy The Ultimate Cooking Experience™."

For retailers, the "Grill With the Greats" promotion means that highly motivated Bourbon consumers will be drawn in by the football-themed floor displays or the on-the-bottle neck hangers (available on 750ml and 1.75l bottles, where legal), and will continue to make Evan

Williams the hottest brand among top Bourbons and the second largest selling Bourbon in the US and the world. In addition, compelling print ads and sweepstakes information will appear in top national men's publications like Maxim, Sports Illustrated, Bassmaster and Rolling Stone, as well as on the Evan Williams website and Facebook page and the Big Green Egg website and Facebook page.

"We know that grilling, Bourbon and football are complementary Fall passions for a lot of our Evan Williams consumers, and competitive Bourbon consumers as well," noted Susan Wahl, Evan Williams brand manager at Heaven Hill Distilleries, Inc. "The 'Grill With the Greats' promotion brings these together for our consumers, along with iconic brands and names such as Big Green Egg and chef Grady Spears, and presents a great merchandising opportunity for Evan Williams retailers."

The "Grill With the Greats" promotion will be available nationally (where legal), and will run through mid October, when the drawing for the Grand Prize package will be held.

About the Big Green Egg

The Big Green Egg Company was founded by Ed Fisher in Atlanta, Georgia over thirty years ago as he set out to bring a modernized version of the ancient kamado-style cooker to the American culinary marketplace. His product, the Big Green Egg, now created from advanced ceramic materials, is widely acclaimed as the best kamado-style cooker in the world with legions of fans (known as EGGheads) in over twenty-five countries. Ed Fisher has never wavered in his commitment to quality and the pursuit of perfection, and to this day all Big Green Eggs are still sold with a lifetime warranty on key components. Often copied, never matched ... there is only one, original Big Green Egg – The Ultimate Cooking Experience!TM BigGreenEgg.com

About Heaven Hill Distilleries, Inc.

Founded in 1934, Bardstown, KY-based Heaven Hill Distilleries, Inc. (www.heavenhill.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 and Elijah Craig Kentucky Straight Bourbon Whiskeys; Burnett's Vodkas and Gin; Hpnotiq Liqueur; PAMA Pomegranate Liqueur; Lunazul and Two Fingers Tequilas, and Dubonnet Aperitif. EvanWilliams.com