

NEWS RELEASE
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**WILD TURKEY EXEC DETAILS CHANGES
AT LAWRENCEBURG FACILITY**

Because of a significant increase in demand for Wild Turkey bourbon both in international and domestic markets, the company's expansion of the Lawrenceburg facility, which was started last year, remains on track.

Construction progress, to date, was described by Tom Krekeler, new Managing Director of the Wild Turkey Distillery, at the November 12 Board meeting of the Lawrenceburg-Anderson County Economic Development Authority as part of the Authority's continuing effort to work closely with existing businesses.

"When completed in 2010, the revamped distillery will feature state-of-the art environmentally friendly technology" said Krekeler. "The renovation will enable us to nearly double current bourbon production."

He explained that innovations in distillery technology would require "a more technically competent employee base to match our business environment". "Emphasis will be placed on retraining our employees through the use of top workforce practices. This will ensure that our business will remain fully competitive."

When completed, the renovated facility will not require additional workers. "Any increase in the company's local workforce will depend on sizeable growth in production beyond what has already has been anticipated" said Krekeler.

"In addition, there is strong interest in building a new visitor center. The distillery has become a tourist attraction, attracting between 15,000 and 22,000 so far this last year. However, this project will be "on hold" until after the distillery's renovation is completed in 2010.

The Wild Turkey Distillery is owned by Pernod Ricard USA in New York State. In the spirits industry it is the world's second largest by sales volume and the number three wine company.