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For Immediate Release

Sazerac Company, Inc. Formally Adopts Stricter Advertising Policies

New Orleans, LA –Sazerac Company announced today that it will formally adopt strict advertising and marketing policies on a global basis.

The voluntary standards will restrict Sazerac's marketing to print, television and radio outlets where the audience comprises at least 75 percent legal purchase age adults. Sazerac also commits its advertising will - on an aggregate annual basis - reach a minimum average 85 percent legal purchase age audience.

Additionally, Sazerac has voluntarily established the following policies:

- Not market or advertise at "Spring Break" events nor utilize the term "Spring Break" in any marketing materials
- Restrict brand images in video games
- Not market or sell any products in the "Flavored Malt Beverage" category
- Not advertise on outdoor locations within 500 feet of playgrounds

"We believe strongly in the importance of responsibly marketing of our brands and have been at these standards for some years now. It is appropriate to now more formally adopt these policies," a company spokesperson commented.

"We believe passionately in a robust regulatory environment for our industry both from a self-regulation and state-based point of view. The 21st Amendment, three tier system and

resulting regulatory framework has served the industry well up to and including today and should continue to do so for many years to come."

Sazerac Company is an independent, privately held, family owned producer and importer of spirits and wine brands.

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