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NEWS RELEASE

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FOR IMMEDIATE RELEASE

NABCA Announces Leadership Positions for Industry Steering Committee

ALEXANDRIA, VA (May 22, 2013) – John Byrne, director of control states for Remy Cointreau USA is the new chairman of NABCA's Industry Steering Committee (ISC), and Marc Satterthwaite, vice president, director, sales operations North America for Brown Forman, steps into the role of vice chairman.

John joined Remy Cointreau USA in April 2008 in a newly created role of Director of Control States for the Remy portfolio in the United States. He works closely with the Remy Sales Divisions in meeting sales goals and plays a leadership role in representing Remy within the Control States.

He was chairman of the NABCA Board of Directors from 1999-2000 and was serving as vice chairman of NABCA's Industry Steering Committee prior to succeeding Steve Bjeldanes of Beam, Inc., who was promoted to general sales manager southern region.

In December 2010, John was appointed to serve on the Executive Committee of the Distilled Spirits Council of America representing Remy Cointreau USA. Prior to joining Remy, he spent 12 years with the New Hampshire State Liquor Commission and served as chairman of the state agency which is a leading wholesaler and retailer of alcoholic beverages in the Northeast. John's additional experience includes leadership roles with several Fortune 500 companies. He earned his Bachelor of Arts degree in Political Science from Northeastern University in Boston, Massachusetts.

"I appreciate the direction and hard work that Steve brought to the leadership of the ISC and look forward to working with the member companies as we continue to partner with the NABCA Board of Directors on modernization efforts in control states," said John.

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Marc, celebrating his 25th year of employment with Brown-Forman, has been a vice president with the company since 2000. Prior to his current role, he held several leadership positions that spanned sales, marketing, and operations within the company.

He is active within a number of charitable organizations and recently served on two boards, Western Kentucky University (WKU) and Discover Downtown La Grange. His education includes a Bachelors of Science degree in Finance with a minor in Economics from WKU and an MBA from the University of New Orleans. He resides in Louisville, Kentucky, with his wife, Vicki.

The purpose of NABCA’s Industry Steering Committee is to serve as a forum for communication between the NABCA Board of Directors and the alcohol beverage industry on issues relating to legislation, alcohol policy, operations, education and other matters of mutual concern. The committee also provides the board with information on current and future industry operations and trends.

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ABOUT NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems—those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA’s mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales. For information about NABCA, visit www.nabca.org.