

# BUFFALO TRACE

## DISTILLERY

October 1, 2003

Dear Friend of Buffalo Trace,

Many thanks for your purchase of George T. Stagg, uncut/unfiltered, "Rye Recipe" Kentucky Straight Bourbon Whiskey. This bourbon has just been named "The Best Whiskey in the World" by noted spirits writer, Jim Murray.

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We hope you and your customers will be very pleased with the whiskey contained in these bottles. In distilling and aging these products, we have attempted to bring to the market some of the finest American whiskey ever made.

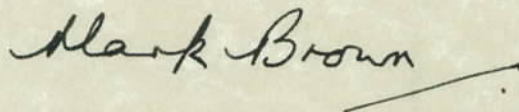
This new bourbon has been produced in response to consumer requests for a well-aged, barrel strength whiskey. This initial offering is 15 years old and weighs in at a hefty 142.7 proof! The intense flavor is truly unlike anything experienced in the bourbon category heretofore.

With respect to packaging, we have used a bottle that we believe showcases the whiskey's gorgeous, deep, rich colors along with space enough for an in-depth product story on the back label. Every bottle has been hand bottled and labeled to ensure the highest quality finish. The tissue paper has been added to protect the finished package from scuffing.

In closing, thank you again for your purchase of this very limited supply of George T. Stagg "Rye Recipe" Kentucky Straight Bourbon Whiskey. If we, at the Buffalo Trace Distillery, can be of any further assistance please do not hesitate to make contact at the following numbers or e-mail addresses:

Mark Brown	(502) 696-5978	or	mbrown@buffalotrace.com
Ken Weber	(502) 696-5950	or	kweber@buffalotrace.com
Web site			www.buffalotrace.com

With best regards,



Mark Brown  
President and CEO  
Buffalo Trace Distillery

DISTILLING TRADITION SINCE 1787