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FOR IMMEDIATE RELEASE

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**SIDNEY FRANK & CASAMIGOS TEQUILA TEAM UP WITH BARetc. FOR TEXAS
RETAIL PROMOTIONS**

Sidney Frank's Casamigos Tequila has partnered with marketing agency BARetc. to implement hundreds of retail sampling events across the Lone Star State. These include branded uniforms, table tents, and featured cocktails, such as the "Mi Casa".

The partnership follows the viral success of Casamigos's humorous "It Could Happen, Please Drink Responsibly" ad last year. BARetc. plans to pick up on that momentum by emphasizing brand education, high bottle sales and thorough reporting. The Dallas-based agency has created custom designed brand ambassador sales tips and table display guides to maintain consistency and reinforce the brand throughout all markets.

"We are excited to work with Sidney Frank and Casamigos Tequila on a next-generation wave of retail promotions in Texas, one marked by extensive brand knowledge and quality consumer engagement," says BARetc.'s National Retail Program Director Liesl Gibbs. "Our experienced brand ambassadors are sellers, not samplers, and we always go the extra mile for positive results. That said, we look forward to showing Texas what Casamigos is all about!"

The Dallas-Fort Worth, Houston and Austin-San Antonio markets, where BARetc. has a strong team of event managers and brand ambassadors, will see the most promotions in 2014. Retail-focused programs saw a soft launch in June, with more Casamigos events set to roll out in early July.

Longtime friends George Clooney, Rande Gerber and Mike Meldman decided to release their small batch, ultra-premium house tequilas to the public in 2013. Named after Clooney and Gerber's adjacent Mexican villas, Casamigos Blanco and Reposado are made with 100% blue agave from the Jalisco Highlands. Both were awarded Double Gold in the 2014 San Francisco World Spirits Competition, and are available in 750mL bottles at 40% alc./vol. Clooney has stated that he plans to donate Casamigos proceeds to his humanitarian projects in Sudan.

Effective 1 April 2014, the privately-held and family-owned beverage alcohol powerhouse Sidney Frank Importing Co., Inc., became the exclusive importer and supplier of Casamigos Tequila in the U.S. and Caribbean. Casamigos Tequila is distributed by Republic National Distributing Company.

BARetc.

Founded in 2010 and headquartered in Plano, Texas, BARetc. is a national, full-service experiential marketing agency specializing in beverage industry brand elevation and promotional events. Its winning formula blends brand activation, consumer engagement and digital reinforcement to marry people to their favorite brands and generate real sales. For

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Sidney Frank Importing Co., Inc.

Founded in 1972, Sidney Frank Importing Company, Inc. of New Rochelle, NY, is a leader in ultra-premium spirits and currently owns or imports such brands as Casamigos, Jägermeister, American Harvest, Gekkeikan, and Bärenjäger. It staffs more than 175 full-time employees, has a network of distributors and brokers throughout the U.S., and prides itself on acting as creative and effective stewards of alcoholic beverage brands.

Casamigos Tequila

George Clooney and longtime friend, bar and restaurant mogul Rande Gerber, partnered with Discovery Land Company CEO and founder Michael Meldman to launch award-winning Casamigos Tequila. Casamigos Tequila is a small batch, ultra-premium tequila made from the finest, hand-selected, 100% Blue Weber agaves, which are only harvested after maturing for a minimum of seven years. So as not to lose any of their natural properties, the agaves are taken to the distillery within 48 hours, where the master distiller uses a proprietary yeast blend to ensure the most refined tequila. Use of bagasse and an extra-slow fermentation process (80 hours and double the industry standard) results in a deep, rich, smooth flavor.

Photo caption: BARetc. Brand Ambassador Caitlin Weathers promotes Casamigos Blanco and Reposado Tequila at Spec's #8 in Houston, Texas.

Casamigos Tequila: It Could Happen, Please Drink Responsibly:

<https://www.youtube.com/watch?v=6w0KjBr4Gss>