



Where nothing could be finer...

FOR IMMEDIATE RELEASE

Contact: Mark Bloomquist, Co-founder
Phone: 336.420.8060
Email: mark@daytoon.com

Reservations Now Open for Football Great Ray Lewis' Debut, Limited-Edition Kentucky Bourbon

One Person to Also Win an NFL Football Signed by Lewis

WILMINGTON, NC, February 15, 2017—Year one of Baltimore Ravens football great Ray Lewis' premiere and limited edition Kentucky bourbon called *Ray's Reserve* is now available by reservation only beginning February 15, 2017. Members of the general public can now reserve their own bottle of *Ray's Reserve* and have the chance to win an NFL football hand signed by Lewis.

Ray's Reserve is Lewis' flagship entry into the refined alcohol market through Daytoon Distributors, which Lewis co-founded and serves as CEO. The limited 100-bottle edition of *Ray's Reserve*, a unique Kentucky bourbon, is the first of four major alcohol brands to be released in the coming years.

Award-winning bartender, best-selling author, and founder of the Museum of American Cocktail in New Orleans Dale DeGroff recently ranked *Ray's Reserve* as an excellent whiskey during a blind tasting: "Barrel notes of vanilla, butterscotch, pecan, walnut, black pepper and hints of allspice, nutmeg and ginger... a floral note of apple blossom comes through on the palate and other fruits, like banana, raisin and fig come through in the nose and the finish... American barrel notes in the aroma like tobacco, ash, dill and coconut."

"The release of *Ray's Reserve* has been many years in the making," said Lewis. "We have worked hard to create a unique bourbon for the American market. And I am looking forward to personally signing an NFL football to be given away to one of our random buyers."

All profits from the sale of these first 100 bottles of *Ray's Reserve* will fund the Time to Shine Scholarship & Internship Program for Women. This scholarship will assist high school female students, specifically targeting women who provide financial support for their families, by giving them a hand up to improve their education, skills and employment prospects. Time to Shine Scholarships can also be awarded to female recipients who have overcome extraordinary obstacles, including poverty, domestic violence and drug abuse.

"The response has been overwhelming," said Mark Bloomquist, co-founder of Daytoon Distributors with Lewis. "We've had lots of interest so far in this first alcohol brand, and we look forward to more people enjoying Ray's labor of love."

Ray's Reserve was bottled on May 15, 2016, Lewis's birthday. Ninety-four bottles currently remain from the initial single-barrel, 100-bottle pour. To order one of the last 94 bottles of *Ray's Reserve*, visit RaysReserve.com or Team52USA.com. Reservation forms will be available on both websites until all bottles are reserved. No phone orders will be accepted. Reservations are first-come, first-served with a limit of one bottle per customer. All remaining bottles will be priced at \$250. And all 100 bottles are signed and numbered with a certificate of authenticity.

Bottle pickup times and locations will be mailed out once all reservations are confirmed by phone call and email. Those who purchase one of this year's debut bottles of *Ray's Reserve* will have the first option to purchase a bottle next year (available winter 2017/spring 2018).

About Ray Lewis

After a football career that spanned 17 years – all with the Baltimore Ravens – and included 2,061 total tackles, 13 NFL Pro Bowl Games, and two Super Bowls. Now Ray Lewis serves as CEO and co-founder of Daytoon Distributors, based in Wrightsville Beach, NC.

About Daytoon

Daytoon distributors, which got its start in Baltimore, MD, focuses on sourcing — and even producing — only the highest quality products that consumers can be both proud to own and delighted to share among friends. Daytoon searches the world over for special products and new creations that consumers will enjoy for years to come. And once we find the perfect item that's just right, we manage every process from sourcing and production to packaging and getting it to the consumer's front door. The Daytoon family carefully inspects every manufacturing facility and oversees production, packaging and shipping — all to ensure that every step meets our high standards as well as yours.

#

For us, the journey has only begun! Our future together is bright. If you'd like more information about this topic, or if you'd like to schedule an interview with Mark Bloomquist or Ray Lewis, please call 336-420-8060 or email mark@daytoon.com

<http://daytoon.com/>

Daytoon \dā-tün\ *n* (2012) **1** : a daydream that is finely tuned **2**: the moment when the sun first breaks the horizon **3**: a sublime goal that fosters greatness and transcends excellence