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## Collectors and Sports Fans Rush to Buy Football Great Ray Lewis' Debut Kentucky Bourbon

Limited-Edition, 100-Bottle Pour Sells Out in 1-Day Blitz

WRIGHTSVILLE BEACH, NC, February 16, 2017—Former Baltimore Ravens football player Ray Lewis' first-year release of his limited-edition Kentucky bourbon called *Ray's Reserve* has sold out on the first day of public offering. Collectors and sports fans scrambled to purchase one of the 100 signed and numbered bottles from the first barrel of *Ray's Reserve* when they became available for public offering on Wednesday.

*Ray's Reserve* was recently praised by award-winning bartender, best-selling author and founder of the Museum of American Cocktail in New Orleans Dale DeGroff as an excellent whiskey. One lucky purchaser will be randomly selected to win an NFL football hand signed by Lewis. All 2017 purchasers will have the first option to purchase from year 2018 of *Ray's Reserve*.

"The response to *Ray's Reserve* has been amazing! We've set out to create a brand of comfort, style and celebration that also gives back to the American community," said Lewis. "Now with these bottles sold, we'll turn over the profits to support women's education in our country. And then we can focus on tackling the next barrel of *Ray's Reserve* and our next ventures."

Lewis has joined the ranks of many former sports players turned entrepreneurs. As co-founder and CEO of Dayton Distributors, Lewis has entered the alcohol market with a premiere offering of a Baltimore-born Kentucky bourbon. *Ray's Reserve* is the first of four major alcohol brands to be released in the coming years.

"*Ray's Reserve* has been a major touchdown for us, and we're thrilled to see this dream come to fruition," said Dayton Distributors co-founder Mark Bloomquist. "This has been more than four years in the making. Ray and I started with an idea and a dream, and we look forward to adding many other offerings to Dayton's collection."

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.

Bottle pickup times and locations will be mailed out once all reservations are confirmed by phone call and email.