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Ray's Reserve Limited Edition Kentucky Bourbon Coming Soon

Ray Lewis Announces Year Two Release

WRIGHTSVILLE BEACH, NC, December 13, 2018— The wait is over! Football great Ray Lewis announces the upcoming release of his limited-edition Kentucky Bourbon for its second year. Bottles will be available for sale on January 15, 2019. The limited-edition Kentucky bourbon sold out on the first day of public offering in 2017. Both collectors and sports fans scrambled to purchase one of the 100 signed and numbered bottles from the first barrel of Ray's Reserve.

Ray's Reserve officials expect year two of the special bourbon to sell out much quicker than in 2017, which was just five hours. This second oak barrel will once again yield 100 bottles. Fans and collectors who purchased a bottle from the premiere batch in 2017 will be offered the first right of refusal for this year's yield.

Ray's Reserve is the flagship brand and the first of four major alcohol brands to be released in the coming years by parent company Dayton Distributors. Lewis serves as co-founder and CEO of the company. This year's bottles will depict a roaring lion as a nod to Lewis' signature tag line, Roar Responsibly, which encourages safe and smart practices when consuming alcoholic beverages.

All profits from the sale of *Ray's Reserve* will fund the Time to Shine Scholarship & Internship Program for Women. This scholarship will assist both high school and college 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 alcohol or drug abuse.

Lewis is also using his alcohol brand platform to bring back what he terms the **Return of the Gentleman**. "It's the dawning of a new movement with peace and civility returning to all men and women," said Lewis. "I want to bring back the time when men were men, and men respected women... when men opened doors for women and acted as a consummate gentleman."

Lewis was inducted into the Pro Football Hall of Fame class of 2018 earlier this year. Selected on the first ballot, Lewis was honored by the tribute as the greatest middle linebacker of all time.

Reservations for individual bottles of Ray's Reserve can be made online via RaysReserve.com and payments posted on www.Team52USA.com.