



For Immediate Release
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BUFFALO ROCK COMPANY PRESIDENT MATTHEW DENT NAMED TO AMERICAN BEVERAGE ASSOCIATION BOARD OF DIRECTORS

Birmingham, AL – Buffalo Rock Company, a leader in food and beverage manufacturing, distribution, sales and marketing, is pleased to announce the election of Matthew Dent, President and Chief Operating Officer, to the American Beverage Association Board of Directors.

James C. (Jimmy) Lee III, chairman of the board and chief executive officer of Buffalo Rock Company, has completed his term on the board. Members of ABA's board of directors serve a four-year term and participate in semi-annual meetings that help shape association policy and initiatives. With the election of new members, there are now 28 members on ABA's Board of Directors.

“It is an honor to be part of such a committed group of industry leaders,” states Matthew Dent. “I look forward to contributing my perspective and resources to help guide our industry forward.”

ABOUT THE AMERICAN BEVERAGE ASSOCIATION

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org or call the ABA communications team at (202) 463-6770.

ABOUT BUFFALO ROCK COMPANY

Buffalo Rock Company is one of the nation's largest privately-held, family-owned Pepsi and Dr. Pepper bottlers in the U.S. The company employs over 2,150 employee-partners who service a population of over 6 million consumers throughout Alabama, Western Georgia and the panhandle of Florida. James C. Lee, III, Chairman of the Board and CEO, and fourth generation Lee, brings more than 40 years of experience to his company that exceeds \$500 million in revenue annually. With over 110 years in business and an average of 30 years of experience among its executive team, the company is positioned for continued growth and to meet the soft drink beverage demands of an ever-changing consumer. For more information about Buffalo Rock Company, please visit www.buffalorock.com.