



For Immediate Release  
June 6, 2012

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## **BUFFALO ROCK COMPANY ANNOUNCES TWO NEW MEMBERS TO BOARD OF DIRECTORS**

**Birmingham, AL** – Buffalo Rock Company is pleased to announce the appointment of two new members to their Board of Directors, Matthew Dent, President and COO and Bruce Parsons, Executive Vice President and CFO. Other Board Members include the company's Chairman and CEO, James C. Lee, III and Directors, James M. Reddinger and Clifford M. Spencer, Esq.

### **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](http://www.buffalorock.com).

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