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Buffalo Rock Recognized For Management Quality, Employee Satisfaction and Customer Service

Largest private Pepsi bottler receives 2005 Alabama Quality Award

Birmingham, AL -- Buffalo Rock, one of the nation's largest food and beverage distributors and the largest privately owned Pepsi-Cola bottler in the U.S., today announced that it is the recipient of a 2005 Alabama Quality Award (AQA) for excellence in management, employee satisfaction and customer service.

The AQA award honors organizations that have demonstrated a commitment to excellence in business principles and practices that can be shared with other organizations to help contribute to the overall economic well being of the state of Alabama.

"It is a great honor and well-deserved acknowledgment to Buffalo Rock's employees and customers to accept the Alabama Quality Award," said James C. Lee III, president and chief executive officer, Buffalo Rock. "For the past 100-plus years Buffalo Rock has built its business on high level of commitment to quality, management processes, and overall customer and employee satisfaction."

Buffalo Rock received the AQA award, modeled after the Malcolm Baldrige National Quality Award, based on the following criteria:

- Excellence in leadership
- Strategic planning
- Attention to customers and other stakeholders
- Market focus
- Process management
- Analysis of organizational performance

Buffalo Rock, a process driven organization, has implemented a number of innovative management processes to allow employee-partners to become more empowered and involved in the success of the business. These processes range from an incremental incentive program for all employee-partners to share in the financial gains of the company to certification processes that consistently measures the company's performance in the marketplace.

"As part of Buffalo Rock's long term strategic plan, the company plans to continue to be involved in quality improvement activities and incorporate the feedback provided from the 2005 Alabama Quality Award examiners to make strides in achieving Buffalo Rock's vision of an employee-partner team, helping each other, our customers, and company to be successful," said Lee.

With 2,500 employees and approximately 1,000 in Birmingham alone, Buffalo Rock currently has 13 distribution centers in Alabama, Georgia and Florida, and its headquarters and production facility in Birmingham.

Buffalo Rock has a strong dedication to its philanthropic responsibilities. The company has contributed to various forms of charity such as the United Way, American Cancer Society, United Cerebral Palsy, Junior Achievement, Sacred Heart Children's Hospital and various organizations along the Gulf Coast to aid in hurricane relief.

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