



**BUFFALO ROCK COMPANY ANNOUNCES ORGANIZATIONAL CHANGES**  
*Matthew Dent Named President and Bruce Parsons Joins as Executive Vice President*

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**BIRMINGHAM, AL** --- Buffalo Rock Company, a leader in food and beverage manufacturing, distribution, sales and marketing, has named Matthew Dent as President and Chief Operating Officer.

The company has also named Bruce Parsons as Executive Vice President, said Buffalo Rock Company Chief Executive Officer and Board Chairman James “Jimmy” C. Lee, III. Lee said these leadership changes reflect the depth of talent and experience that continue to propel Buffalo Rock to success and position the company for long-term growth.

“I am excited about these changes and our commitment to remaining leaders in our industry, while investing in the people that make our company strong,” said Lee, who began working at Buffalo Rock in 1970 when his father was the CEO. “I believe Matthew and Bruce are uniquely qualified to take our company in new directions by drawing upon their extensive experience and their love and respect for this company’s employee-partners.”

In his new role, Dent will be directly responsible for all company operations, while further developing growth strategies and investment plans that position Buffalo Rock for long-term success. Most recently, Dent had served as the company’s Executive Vice President and COO.

Parsons was most recently a partner with the law firm of Burr & Forman, LLP, where he focused his practice in the areas of general corporate, mergers & acquisitions, and securities. Parsons has served as Buffalo Rock’s corporate legal counsel for the past seven years and was previously employed at Bellsouth Corporation.

**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 experience to his company that exceeds \$500 million in revenue annually. With over 110 years in business and an average 30 years 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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