

**BUFFALO ROCK COMPANY ANNOUNCES DEDICATION OF HISTORICAL SIGN
HONORING SIDNEY WORD LEE,
FOUNDER OF BUFFALO ROCK AND CREATOR OF BUFFALO ROCK GINGER ALE**

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BIRMINGHAM, AL --- Buffalo Rock Company, a leader in food and beverage manufacturing, distribution, sales and marketing, is proud to announce a public dedication ceremony for the historical marker honoring Sidney Word Lee to be held on February 10, 2012 at Noon in Shelby County on Highway 25 (between Vincent and Leeds), between mile markers 162 and 163. Everyone is invited to the dedication to help celebrate the significance of Lee's contribution and the honor of receiving a state historical marker. The text on the marker follows:

Sidney Word Lee
(1864 – 1944)

Founder of Buffalo Rock Company (1901) in Birmingham and creator of Buffalo Rock Ginger Ale, a medicinal tonic first used in the Civil War, Lee's vision and influential support inspired the construction of this road across Double Oak Mountain connecting Coosa Valley to more developed land in the Cahaba Valley. Work began on Highway 25 in 1914 and was completed in 192. At that time no other roads existed on the mountain and early settlers called the path the Winding Stair Trail. Highway 25 provided access to Lee's 3000 acre camp in Calcis – an area Lee claimed to be the most beautiful in the world. He often brought friends and family to vacation here and local denizens reported his many visits included gifts of fruit and candy for the children of the region.



While visiting his camp in Calcis, Lee saw the need for a road to be built to assist the local citizens with much needed access to health care, commerce and the then booming City of Birmingham. Using his influence as a business leader, he was instrumental in proving the need to local authorities for this road to be constructed providing access across Double Oak Mountain, connecting the Cahaba Valley with the Coosa Valley. Neighboring communities such as Vincent, Sterrit and Calcis were impacted by Highway 25 in that it helped to eliminate an approximate 30-mile, horse-drawn wagon transit around the mountain to circumvent the mountainous terrain.

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 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.