

ARMY 250TH ANNIVERSARY

"SALUTE TO SERVICE" PERSONALIZED LABELS

QND (OCTOBER–NOVEMBER–DECEMBER) DRIVES OVER 40% OF ANNUAL WHISKEY VOLUME.

NEARLY 60% OF HOUSEHOLDS BUYING SPIRITS IN THIS PERIOD ARE PURCHASING WITH THE EXPRESS INTENT OF GIVING THEM AS GIFTS.

THE ARMY COMMUNITY SPANS 7.9 MILLION VETERANS (44% OF THE TOTAL U.S. VETERAN POPULATION) AND 450,000 ACTIVE-DUTY PERSONNEL—PLUS MILLIONS OF FAMILIES, FRIENDS, AND SUPPORTERS WHO PROUDLY SHARE IN THE CONNECTION.

TURNING HOLIDAY GIFTS INTO LASTING TRIBUTES.

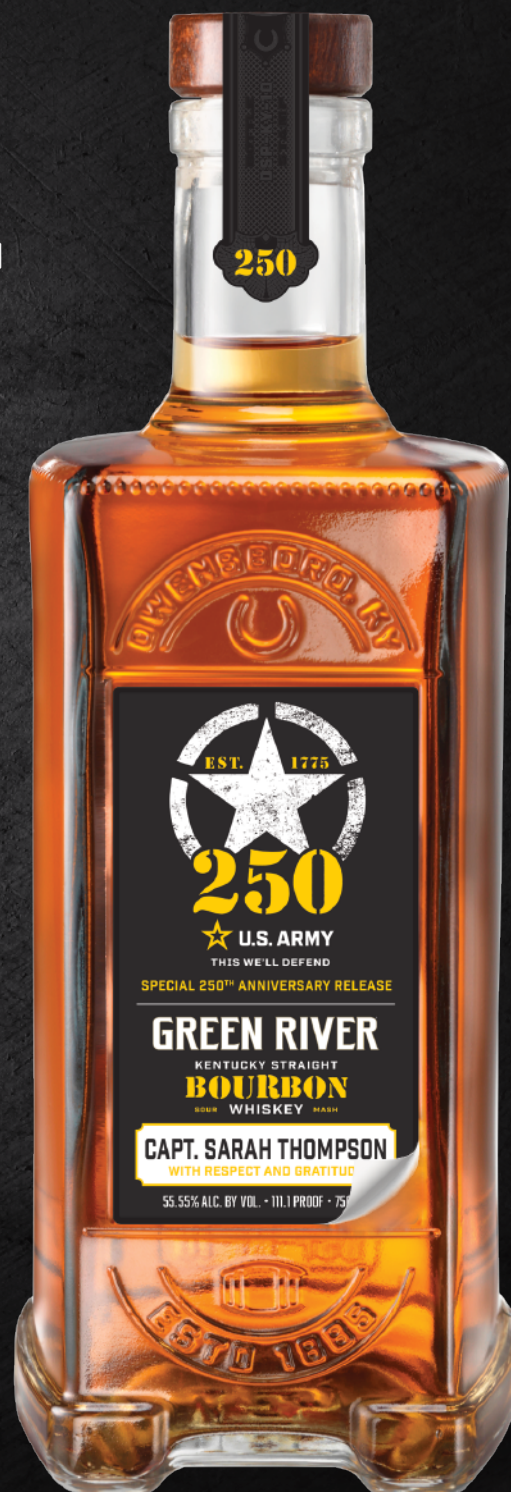
AS A PART OF GREEN RIVER'S U.S. ARMY 250TH ANNIVERSARY RELEASE, WE'RE PROUD TO OFFER "SALUTE TO SERVICE" PERSONALIZED LABELS—JUST IN TIME FOR THE HOLIDAY SEASON.

BY VISITING GREENRIVERWHISKEY.COM, SHOPPERS CAN CREATE A CUSTOM LABEL—ADDING A NAME TO COMMEMORATE A CAREER OF SERVICE, HONOR A FAMILY TRADITION, OR REMEMBER THE SACRIFICE OF THOSE WHO SERVED. WE'LL SHIP A COMPLIMENTARY LABEL, TRANSFORMING A GREEN RIVER ARMY 250TH BOTTLE INTO AN UNFORGETTABLE GIFT.



**GREEN
RIVER**
KENTUCKY STRAIGHT WHISKEY

**A PORTION OF PROCEEDS IS DEVOTED TO ENHANCING
QUALITY OF LIFE FOR SOLDIERS AND THEIR FAMILIES**



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