



**GLAZER'S AND CHARMER SUNBELT ANNOUNCE
PLAN TO CREATE NEW JOINT VENTURES
IN ALABAMA AND MISSISSIPPI:
ALLIANCE BEVERAGE OF ALABAMA AND
ALLIANCE BEVERAGE OF MISSISSIPPI
WILL BE NEW BROKERAGE COMPANIES**

FOR RELEASE
March 2, 2012

Contacts: Louis Zweig
(972) 392-8389
lzweig@glazers.com

Efren Puente
(212) 699-7011
epuente@c-sg.com

Glazer's Distributors and The Charmer Sunbelt Group, two of the country's largest and most respected beverage alcohol distributors, today announced their plans to form their newest joint ventures. Alliance Beverage of Alabama and Alliance Beverage of Mississippi will combine the companies' existing brokerage operations in the two control states. The transaction is expected to close on April 1, 2012, subject to customary closing conditions. General Wholesale Company, currently partners with Charmer Sunbelt in the states, will continue their interest in the ventures.

Current Glazer's Regional President Scott Rawlings will oversee the two states. Steve Young, Vice President of Georgia-based General Wholesale, will work with Rawlings to create an organization that leverages the knowledge and skill set of the partners and delivers enhanced capabilities to our suppliers, as well as the States of Mississippi and Alabama.

Glazer's President and CEO Sheldon "Shelly" Stein commented, "We are excited to be creating this new joint venture. We have a great track record with Charmer Sunbelt, as evidenced by our successful Arizona business, and look forward to our growth prospects for the Alabama and Mississippi markets."

Charmer Sunbelt Chairman and CEO Charles Merinoff said, "We are pleased to be joining forces with Glazer's in these two states. We are focused on ensuring each of our businesses is the premier choice of our suppliers, and are confident that this joint venture will directly benefit our shared suppliers with increased market coverage and enhanced capabilities."

About Glazer's:

Glazer's, one of the country's largest privately held companies, currently operates in 14 states, and is one of the nation's largest distributors of wine, spirits and malt beverage products. The company has

operations in Alabama, Arizona, Arkansas, Indiana, Iowa, Kansas, Kentucky, Louisiana, Mississippi, Missouri, Ohio, Oklahoma, Tennessee, and Texas. The third-generation family business was founded in Dallas in 1933. For more information, please visit our website at www.glazers.com.

About Charmer-Sunbelt:

The Charmer Sunbelt Group (CSG) is one of the nation's leading distributors of fine wines and spirits. A group of privately-held companies, CSG operates local distributor and/or brokerage houses in 15 markets – Alabama, Arizona, Colorado, Connecticut, Delaware, Florida, Maryland, Mississippi, New Jersey, New York (Metro and Upstate), Pennsylvania, South Carolina, Virginia, and The District of Columbia. Together, these companies employ more than 7,000 associates who bring to market some of the most valuable and well-known consumer brands in the world. CSG is a family-owned business that proudly serves as the critical link between wine and spirit suppliers, and the retail outlets where alcoholic beverage brands are legally and responsibly sold and enjoyed. For more information about CSG, please visit www.charmer-sunbelt.com.