

For Immediate Release:

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**SOUTHERN WINE & SPIRITS of AMERICA, INC.
ANNOUNCES
“40 For 40” CHARITABLE DONATION CAMPAIGN
TO COMMEMORATE COMPANY’S
40TH ANNIVERSARY**

**SOUTHERN EMPLOYEES ASKED TO RECOMMEND WORTHY ORGANIZATIONS
IN
COMPANY-WIDE PROGRAM FOCUSED ON “GIVING BACK”**

40 Worthy Medical, Educational and other Non-Profit Groups Gain Support

MIAMI, FL – October 30, 2008 -- Southern Wine & Spirits of America, Inc., Miami, Florida, the Nation’s Leading Wine and Spirits Distributor and Control States Broker with a tradition of service excellence since 1968, today announced that, in honor of it’s milestone 40th anniversary, it has made donations to 40 separate charitable and community-based organizations around the country as part of the Company’s long tradition of giving back to the communities in which it does business.

Southern Wine & Spirits of America Inc.’s “40 for 40” Campaign began when a request was sent to every Company employee asking for their proposal for a deserving local charity within their respective community. In response to Southern’s initiative, 860 detailed proposals were submitted by Southern employees to a Corporate Selection Committee to select 40 commendable non-profit organizations worthy of support—hence the name “40 for 40”. Working through the Southern Wine & Spirits Foundation, the Company made grants to 40 community service organizations—local and regional charities to which the Company has never previously made donations.

Harvey R. Chaplin, Chairman and Chief Executive Officer of Southern Wine & Spirits of America, Inc. and Wayne E. Chaplin, President and Chief Operating Officer of Southern Wine & Spirits of America, Inc., said, “Since our founding, our Company has had a tradition of giving back, and we can think of no better way to commemorate our 40th anniversary than by involving Southern’s employees and asking them to participate in the Company’s celebration by helping to propose charitable organizations.”

In a message to each Southern employee whose particular charity was awarded a grant, Harvey and Wayne both wrote a personal letter, noting: “We sincerely thank you for all of your time and effort in participating in this program. Thanks to you—and hundreds of your colleagues like you—the ‘40 for 40’ Campaign was a tremendous success both for those in need and for the charitable spirit of Southern Wine & Spirits of America.”

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**SOUTHERN WINE & SPIRITS OF AMERICA “40 FOR 40”
DONATION RECIPIENTS**

Alisa Ann Ruch Burn Foundation	Ice Hockey in Harlem, Inc.
Alzheimer's Association of Southeast Florida	Jagriti (Awakening) Foundation
American Foundation for Suicide Prevention	The Jeffrey Foundation
Autism Speaks, Inc.	LaDor VaDor Intergenerational Programming
Basket Brigade of Delaware	Let it be Foundation
Blooming Grove Day Care Center, Inc.	Life Path Hospice, Inc.
The Bonnie J. Addario Lung Cancer Foundation	Locks of Love
California Association of the Deaf	Luther Burbank Memorial Foundation
Catholic Community Services of S. Arizona	Mama's Kitchen
Children's Cancer Fund of New Mexico	Morning Madness
Clarke Jacksonville Auditory/Oral Center	Ovarian Cancer Coalition of Greater California
Caring 4 Kids Foundation	Paint Your Heart Out
Corvettes for Kids	Pediatric Adolescent Diabetes Research Education
The Deliverer	Restart, Inc.
GiGi's Playhouse	Seniors First
Gilda's Club	Slow Food USA
Grand Strand Junior Women's Club	Southern Guide Dogs, Inc.
H3 United Soccer Club	Trinity Episcopal Cathedral, Inc.
The Healing Place	Women in Distress of Broward County, Inc.
Hire a Hero	Wounded Warrior Project*

* A charity funded in multiple states.

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About Southern Wine & Spirits of America, Inc.

Southern Wine & Spirits of America, Inc. is the nation’s leading wine and spirits distributor and control states broker, and—with a tradition of service excellence—is proud to be celebrating its 40th anniversary this year. Southern operates in 30 states, and is a licensed permittee in the states of Nebraska and Texas. The Company currently operates in: Alabama, Alaska, Arizona, California, Colorado, Delaware, Florida, Kentucky, Hawaii, Illinois, Maine, Mississippi, New Hampshire, New Jersey, Nevada, New Mexico, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Vermont, Virginia, and West Virginia. The Company has a pending strategic partnership with The Odom Corporation of Bellevue, Washington, a joint venture that has wine and spirits brokerage operations across the Northwest Control States of Idaho, Montana, Oregon, Utah, Washington, and Wyoming—as well as a fully-operational sales and distribution business in Alaska.

In August 2008, Southern and Glazer’s Distributors of Addison, Texas announced their intent to form a national strategic joint venture: Southern/Glazer’s Distributors of America. The new wine and spirits venture would be comprised of executives from both companies with Southern/Glazer’s joint footprint covering 38 states—of which 17 will be control state markets. The total customer base would total approximately 300,000 accounts nationwide and be supported by 18,000 associates. This strategic joint venture would establish the largest distributor of wine and spirits in the United States. This transaction is pending approval. For more information contact: www.southernwine.com

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