

DAILY'S® ANNOUNCES BLOODY MARY HOME TAILGATE PROMOTION TO SPICE UP THE FALL ENTERTAINING SEASON

Pittsburgh, PA, (August 2007) – Daily's, America's premium brand of non-alcoholic cocktail mixes and premixed cocktails launches their fall Bloody Mary "Win the Ultimate Home Tailgate Den" promotion as the chill hits the air and the fall sports season is well underway.

Daily's fully-integrated program includes both consumer and trade components and is designed to drive sales of Daily's non-alcoholic Bloody Mary mixers – available in Original, Salsa and Thick & Spicy flavors – along with their popular new Bloody Mary ready-to-drink 1.75L bag-in box package.

"Fall is tailgating season," said Tim Barr, Marketing Director for Daily's. "But not everyone has the opportunity to be a part of a "traditional" tailgate at a college or professional sporting event. So, we have decided to bring the tailgate home, where our consumers can enjoy all the fun and camaraderie of a tailgate, enhanced by our delicious Bloody Mary products, wherever they are and whenever they choose."

On the consumer side, Daily's is executing a multi-dimensional program that includes a consumer sweepstakes with the ultimate "Tailgate Den" grand prize that includes a BOSE home entertainment system, 50" plasma HDTV, Nintendo Wii system and Game Cube and \$500 team merchandising gift certificate. On-line advertising, targeted email blasts, program specific POS including case card, blimp lug-ons, pennant streamers, shelf talkers and table tents along with pre-packed on-packs will be activated to support awareness and interest in the program.

In addition, Daily's is introducing a trade component which includes a sweepstakes program encouraging retailers and on-premise owners/managers to visit and register with Daily's new trade focused website. The new website positions Daily's as the "Cocktail Expert" and provides a wide range of valuable information and useful trade tools to the users right at their fingertips. Those who set up an account on Daily's new trade website can enter to win a 50" plasma HDTV during the program period.

"It's is a great program that promotes a great product," concludes Barr. "Both our non-alcoholic Bloody Mary mixers and our ready-to-drink Bloody Mary bag-in-box have become a staple for our consumers fall tailgate entertaining. We hope this program will open up the experience of tailgating to folks who want to enjoy the fun of a fall celebration without the hassle and expense of traveling to a stadium to join in the festivities."

About Daily's

Daily's Cocktails and Mixers are manufactured by American Beverage Corporation. ABC, a diversified non-carbonated beverage company, is part of the multi-billion dollar Dutch food group [Royal Wessanen](#). Visit www.dailyscocktails.com

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