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FOR IMMEDIATE RELEASE

**W.J. DEUTSCH SIGNS AGREEMENT WITH
ODOM-SOUTHERN IN PACIFIC NORTHWEST**

New York, NY – September 1, 2011 – W.J. Deutsch & Sons, Ltd. (Deutsch)—a leading importer and marketer of award-winning wines and spirits from around the world, including [yellow tail], Georges Duboeuf and the Original MOONSHINE—announced the signing of a distribution and brokerage agreement with Odom-Southern, a joint venture of Southern Wine & Spirits of America, Inc. and The Odom Corporation.

The arrangement covers distribution and brokerage agreements to sell Deutsch’s award-winning portfolio in the State of Washington, Oregon, Utah, Wyoming, Idaho, Montana and Alaska. Under the agreement, Odom-Southern has been granted the exclusive rights to market and sell Deutsch wines in Oregon and the State of Washington, and to sell Deutsch wine and spirits in Alaska. Odom-Southern has also been awarded the exclusive brokerage rights for wine and spirits in Utah and Wyoming as well as the exclusive brokerage rights for spirits in Washington, Oregon, Idaho and Montana. These new market awards are in addition to states currently covered by the existing Deutsch-Southern agreement: Arizona, California, Colorado, Florida, Hawaii, Illinois, Kentucky, New York, South Carolina, Nevada, New Mexico and Mississippi (exclusive brokerage rights).

“Southern Wine & Spirits has been a valuable partner for many years,” said Peter Deutsch, CEO of W. J. Deutsch. “The Chaplins and their network have long partnered with us to build our brands into category leaders, and their track record speaks for itself. We look forward to welcoming Southern’s Pacific Northwest team into the Deutsch distributor network.”

“We are thrilled to be expanding our relationship with W.J. Deutsch & Sons into the Pacific Northwest,” added Wayne E. Chaplin, Southern’s President & Chief Operating Officer. “Odom-Southern will continue to build on our already extensive distribution and brokerage relationship with Deutsch, and we look forward to working closely with Deutsch to continue to grow their portfolio of leading brands in these markets.”

The agreement is effective September 1, 2011.

About Southern Wine & Spirits of America, Inc.

Southern Wine & Spirits of America, Inc. is the nation's largest wine and spirits distributor and broker with operations in 35 markets. The multi-state distributor currently operates in: Alabama, Arizona, California, Colorado, Delaware, Florida, Kentucky, Hawaii, Illinois, Indiana, Iowa, Maine, Michigan, Minnesota, Mississippi, New Hampshire, Nevada, New Mexico, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Vermont, Virginia and West Virginia—as well as the additional seven states of Alaska, Washington, Oregon, Idaho, Montana, Wyoming and Utah through the Southern-Odom/Spirits West partnership. In addition, Southern has a presence in Maryland and the District of Columbia through a joint venture with F.P. Winner Wine & Spirits as well as a joint venture operation in Minnesota with J.J. Taylor Distributing Company. Southern also holds operating licenses and permits in Nebraska and Texas. On a national basis, Southern Wine & Spirits of America, Inc. employs more than 11,000 team members. For more information, see: <http://www.southernwine.com/>.

About The Odom Corporation

The Odom Corporation (Odom) is one of the Northwest's leading beverage distributors of foreign and domestic beers, wines, spirits and soft drinks—including Coca-Cola of Alaska. Odom is a second generation family business founded in 1934. The Company employs over 1,600 associates who sell and distribute more than 20 million cases annually. For more information about Odom, please visit us at: <http://www.odomcorp.com/>.

About W.J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards, Kunde Family Estate, Joseph Carr, Josh Cellars; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Nine Walks; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original MOONSHINE and Adult Chocolate Milk (USA) and Villa Massa (Italy). <http://www.wjdeutsch.com/>.

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