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### **WOODFORD RESERVE NAMES CHRIS POYNTER PR AND PARTNERSHIP MANAGER**

**Louisville, KY, January 5, 2018** – Woodford Reserve Kentucky Straight Bourbon Whiskey announced today the appointment of Chris Poynter as Public Relations and Partnership Manager, effective February 5. In this new position, Poynter will be responsible for public relations activities and partnerships for Woodford Reserve, with a particular focus on the new partnership with Woodford Reserve as the presenting sponsor of The Kentucky Derby.

“Chris Poynter has more than two decades of experience in the communications and public relations field and we are confident he will contribute immediately to the Woodford Reserve team as we prepare for our expanding sponsorship role with the Kentucky Derby and Churchill Downs,” said Mark Bacon, Woodford Reserve global brand director.

Poynter comes to Woodford Reserve from Louisville Metro Government, where he served as communications director for mayors Greg Fischer and Jerry Abramson. Prior to that, Poynter worked for nine years at the Louisville Courier-Journal as a reporter and copy editor. Last year, Poynter was named the 2017 Communicator of the Year by the National Association of Government Communicators for his remarkable communications and special events efforts during the week following the death of Muhammad Ali, a week that put Louisville in the global spotlight.

#### **ABOUT WOODFORD RESERVE:**

Tucked in the heart of thoroughbred country in Versailles, Kentucky, lives the historic Woodford Reserve Distillery, the birthplace of Woodford Reserve. A National Historic Landmark, the Woodford Reserve Distillery represents craftsmanship with a balance of historic heritage and modern practices. Woodford Reserve is a product of the Brown-Forman Corporation, a premier producer and marketer of fine quality beverage alcohol brands including Jack Daniel’s, Finlandia Vodka, Korbel California Champagne, Old Forester, Chambord, Tequila Herradura and Sonoma-Cutrer. To learn more about Woodford Reserve, visit us [www.woodfordreserve.com](http://www.woodfordreserve.com) or check us out on Facebook at [www.facebook.com/woodfordreserve](https://www.facebook.com/woodfordreserve).

#### **CRAFTED CAREFULLY. DRINK RESPONSIBLY.**

Woodford Reserve Kentucky Straight Whiskey, 45.2% Alc. by Vol., produced by the Woodford Reserve Distillery, Versailles, KY. ©2017