



FOR IMMEDIATE RELEASE

FL Distributing Company Redirects \$20 Million in Taxes to Scholarship Program

J.J. Taylor Hosts "Cheers to Education" Events to Celebrate \$20 Million Redirection to Florida Scholarship Program, Step Up For Students

September 15, 2011 –J. J. Taylor, one of the top ten beer wholesalers in the U.S., hosted a series of events called "Cheers to Education" at their distribution centers in Tampa, and Ft. Myers to celebrate their involvement in the Step Up For Students Scholarship Program. More than 75 business leaders and elected officials from across the state joined representatives from J.J. Taylor at these networking events, where guests sampled craft brews and hors d'oeuvres pairings.

At the "Cheers to Education" events, J.J. Taylor presented their redirection of \$20 million in beer excise taxes to Step Up For Students, which provides kindergarten-12th grade scholarships to underprivileged students in Florida. J.J. Taylor joined the program as a corporate sponsor in 2011 and has pledged the largest single redirection in the history of the program, which will provide scholarships for nearly 4,850 low-income children in Florida to attend a school that best meets their learning needs.

Guests in Tampa gathered for a behind-the-scenes tour of J.J. Taylor's distribution center, the only fully automated beer distribution center in Florida, which has approximately 1.5 million cases of beer in inventory. "We strive to be 'First Choice' in our industry, and are proud to say that our efforts have enabled us to give back to our community," said Manuel Portuondo, president and general manager of J.J. Taylor Distributing Florida. "Through this innovative program, we are able to help Florida families choose the best learning environment for their children, an option that they would otherwise not be able to afford. And it is a simple tax redirection that comes at no cost to our company, so it is truly a win-win situation for J.J. Taylor and the students who are benefitting from the scholarship program."

Since 2002, corporations like J.J. Taylor have contributed more than \$800 million to Step Up For Students. Through this program, also known as the Florida Tax Credit Scholarship Program, corporations are able to redirect a portion of their Florida tax liability to fund kindergarten-12th grade scholarships, and receive a dollar-for-dollar tax credit for the amount they redirect.

"We are honored to have J.J. Taylor as a contributor to the program," said Step Up For Students President Doug Tuthill. "Because of their generosity and commitment to Florida's low-income youth, 4,836 more children will have equal opportunities in their education. Corporate partners like J.J. Taylor are helping to positively shape the futures of these children every day."

The Step Up For Students Scholarships are worth up to \$4,011 and empower low-income families to choose from approximately 1,200 private schools throughout the state, or a family can elect to use a \$500 transportation scholarship to attend an out-of-district public school. Scholarships are needs based and are awarded to a child whose household income qualifies for free or reduced lunch.

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About J.J. Taylor Distributing Florida, Inc.

J.J. Taylor is a Tampa Headquartered beverage distributor for many import and domestic malt beverage products, including MillerCoors, Diageo/Guinness, Heineken USA, and a variety of craft brews such as Sam Adams, Sierra Nevada, Cigar City and Blue Moon. J.J. Taylor serves more than 10,000 retail customers in seventeen Florida counties and has over 670 full time employees across the state.

About Step Up For Students

Step Up For Students is a nonprofit organization that administers the Florida Tax Credit Scholarship for low-income Florida students. The scholarship program was created by the Florida Legislature in 2001 and is funded by corporations that receive dollar-for-dollar tax credit for their contributions. For more information, visit www.StepUpForStudents.org.

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Photo Caption: (Left to Right) Manual Portuondo, President of JJ Taylor Florida, Chad McLaughlin, JJ Taylor Vice President of Marketing, Ada Ward-Timmons, Step Up For Students Scholarship recipient's grandmother, and John F. Kirtley, founder and chairman of Step Up For Students.

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