

Richmond, VA August 14th, 2008-River City Hospitality, LLC announced today that Southern Wine and Spirits of America, Inc. will participate at the 2009 U.S. Open Golf Championship that will be played at the Bethpage Black Course in Farmingdale, NY.

“We are looking forward to assisting Southern Wine and Spirits of America, Inc. with their U.S. Open customer outing,” said River City Hospitality President and CEO Stephen Wilson.

The 2009 U.S. Open Golf Championship will mark the first time the event has been played at the Bethpage Black Course since 2002, and the first time the event has been played in Long Island since 2004.

River City Hospitality provides its U.S. Open customers access to a corporate tent, tickets to the tournament, and event planning services including securing accommodations, reserving tee times, booking dinner reservations, distributing event literature, assisting with customer invitations, and onsite event support.

Southern Wine & Spirits of America, Inc., the nation’s Leading Wine and Spirits Distributor and Control States Broker, with a tradition of service excellence since 1968 and proud to be celebrating its 40th anniversary, operates in 30 states, and is a licensed permittee in the state of Nebraska. 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. On a national basis, Southern Wine & Spirits of America, Inc. employs more than 12,000 team members. For more information contact: www.southernwine.com

River City Hospitality, LLC is a premium provider of corporate hospitality services at premier sporting events including the Masters Golf Tournament, the Super Bowl, and the U.S. Open Golf Championship. Our goal is to provide your firm with an environment that is conducive to strengthening your business relationships with customers. As such, our events are “turn-key.” Headquartered in Richmond VA, River City Hospitality is your trusted partner for entertaining key customers and prospects. For more information please visit www.rivercityhosp.com.