



For Immediate Release

Republic National Distributing Company and Liberation Distribution Join Forces

Strategic partnership between RNDC and LibDib opens new markets to all licensed Makers, while providing RNDC with a robust technology platform

Atlanta, GA, and San Jose, CA, November 26, 2018 – Republic National Distributing Company (RNDC), one of the nation's largest wine and spirits wholesalers, and Liberation Distribution™ (LibDib™), the first technology company to offer a three-tier compliant distribution model for all Makers, today announced plans to form a strategic partnership. As a part of the agreement, LibDib Makers will soon be able to tap into RNDC's advanced logistics to deliver craft products to buyers in all available markets. In return, RNDC will have access to LibDib's technology and data collection, enabling the company to further expand their value and services.

"Technology is evolving this industry at an incredible pace, and innovation is the key to the future of wholesale alcohol sales and distribution," said Tom Cole, CEO of RNDC. "As part of our commitment to providing consistent value and service to all our stakeholders, the combined force of RNDC and LibDib will offer new, fully three-tier compliant solutions at both ends of the distribution process."

RNDC is currently the nation's second largest wholesale alcoholic beverage distributor with operations in 22 states. LibDib provides distribution services to any licensed Maker and currently operates in California and New York. This partnership will allow both companies to quickly expand web-based three-tier distribution to additional states. Those specific markets will be identified and announced in the near future.

"I am so excited to announce that technology-based three-tier distribution is a reality in half the country," said Cheryl Durzy, Founder and CEO of LibDib. "We are honored to partner with a thought-leader like RNDC. Our shared resources and vision, combined with RNDC's experience in expanding into new markets, makes for a powerful combination."

The two companies are working closely together to rapidly integrate technologies and complete the expansion into new markets. Via the LibDib platform, licensed Makers from around the world will soon have access to markets via RNDC's advanced logistics network. RNDC and LibDib will share data and technologies to provide both customers and suppliers with market access, modern selling tools, and the most unique and diverse portfolio in the country.

“LibDib's Silicon Valley engineering and data science team is best in class. We are very excited to work together and further evolve both of our businesses,” added RNDC's Tom Cole.

LibDib is the only licensed distributor with a technology platform that allows for licensed three-tier distribution for any licensed Maker, one case at a time. Since launching in March 2017, the company has significantly expanded its online offerings, and its technology platform offers ease of use, advanced selling features, and invaluable back-end data collection capabilities.

“With this partnership, everyone can take advantage of our data expertise and insight,” said Richard Brashears, CTO of LibDib. “Whether it's small brands, large brands, or customers, analytics is an essential ingredient in good business decisions. RNDC and LibDib's combined efforts will take our platforms and services to new heights when it comes to data.”

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About Republic National Distributing Company

RNDC is the second largest distributor of premium wine and spirits in the United States with operations in Alabama, Arizona, Colorado, District of Columbia, Florida, Indiana, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Nebraska, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia and West Virginia. RNDC employs more than 9500 individuals nationwide. For more information about the company, please visit www.rndc-usa.com.

About LibDib

Liberation Distribution, Inc. (LibDib) is a distributor of alcoholic beverages enabled through a proprietary desktop and mobile-friendly web platform. LibDib focuses on the evolution of alcoholic distribution utilizing modern technology to provide three-tier compliant services for everyone regardless of size. Using LibDib, restaurants, bars and retailers legally and efficiently purchase boutique wines, craft spirits and microbrews. The company was founded in 2016, launched in March 2017, and is based in San Jose, California. LibDib can be found online at www.LibDib.com as well as on Twitter, Facebook, Instagram, YouTube and LinkedIn.

Media Contacts:

Republic National Distributing Company (RNDC)

Peggy Davidson
Director, Corporate Communications
P: 972-595-6786
E: peggy.davidson@rndc-usa.com

Liberation Distribution (LibDib)

Holly Nuss
Senior Director, Marketing
P: 408-769-2129 ext 2144
E: holly.nuss@libdib.com

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