



News Release

Media Contact: Brooke Buringrud
Folsom + Associates
415-978-2685 tel.
brooke@folsomandassociates.com

3 Badge Beverage Corporation Bolsters Wine Division Sales Team

Sonoma, Calif. (Feb. 17, 2016) – 3 Badge Beverage Corporation has added three key sales executives to its 3 Badge Enology wine sales division. The new appointments include Mike Byrne as West Regional Sales Manager, Renee Fontaine as Northeast Regional Market Manager and John Mulvey as Southwest Regional Market Manager.

“3 Badge Beverage Corporation is enjoying strong growth, and these new additions to our sales team are great assets in managing our sales channels and expanding opportunities,” noted President August Sebastiani. “Mike Byrne, Renee Fontaine and John Mulvey each have extensive experience with wine sales management in their respective markets. We are very pleased to have them on the 3 Badge team.”

Mike Byrne is based in Southern California and is responsible for CA, OR, WA, NV, ID, MT, WY, UT, AZ, AK and HI as West Regional Sales Manager. He joins 3 Badge Beverage Corporation from Marketing Global Brands Corporation where he was Vice President of Sales for a portfolio of top-selling Spanish and Colombian wine brands. Previously, he worked in sales management for Moet Hennessy USA for seven years and for Merchant du Vin for three years, both in Southern California. He has also worked for Southern Wine & Spirits and Gallo Wine Co. and was an officer in the U.S. Navy.

Renee Fontaine is Northeast Regional Market Manager, based in Massachusetts, and is responsible for CT, RI, MA, NH, VT, ME. Prior to joining 3 Badge Beverage Corporation, she was a sales representative for Bay State Wine & Spirits, a distributor in the Boston area that handles the 3 Badge portfolios of wines and spirits. Earlier in her career, she worked in wine sales for Ruby Wines Inc., which is also a distributor in the Boston area. She got her start in wine sales as a district sales manager for J. Polep Distribution Services in Massachusetts.

John Mulvey is based in Dallas and is responsible for TX, LA and NM as Southwest Regional Market Manager. He comes to 3 Badge Beverage Corporation from Imperial Brands where he was the Dallas-based Vice President of Sales for the Plains Division since 2007. He was previously the Central Region Manager for Ironstone Vineyards, based in Chicago, directing the

eight-state region. Earlier in his career he worked for Bacardi USA from 1990 to 1997 in a number of sales management positions.

3 Badge Beverage Corporation, formerly The Other Guys, is based in Sonoma and was founded in 2009 by August Sebastiani. The company offers a diverse collection of everyday luxury wines, and its mission is to over-deliver on quality and value. The company's new headquarters and offices are located at 32 Patten Street, Sonoma, CA 95476. The telephone number is (707) 996-8463. Additional information is located at 3badge.com.

#