

FOR IMMEDIATE RELEASE

BeMyDD Partners with Montgomery County and Jack Daniel's to Launch New Countywide Designated Driver Initiative

The Holiday Rides Program will offer free \$20 gift cards towards a designated driver this holiday season.

MONTGOMERY COUNTY, MD (November 23, 2015) – BeMyDD (Be My Designated Driver), the nation's largest designated driver service, today announced a partnership with the Montgomery County Liquor Control Board and Jack Daniel's to launch a countywide designated driver initiative to promote responsible drinking over the holiday season.

The Holiday Rides Program marks a collective effort by all involved to provide safer and more affordable alternatives to drunk driving and DUIs. Liquor stores across Montgomery County will participate in encouraging people to use designated drivers, showcasing educational signs and handing out free \$20 gift cards towards a designated driver through BeMyDD and the BeMyDD smartphone app. Additional information about the program can be found at <http://www.BeMyDD.com/MoCo>.

"Jack Daniel's has always encouraged people to drink responsibly," says Taylor Amerman, North America Region Responsibility Manager at Jack Daniel's parent corporation Brown-Forman. "We're proud to be a partner of this campaign and support the Holiday Rides initiative to help the people of Montgomery County make the most of their holiday season."

"With everyone traveling and enjoying themselves at holiday parties and get-togethers, the period between Thanksgiving and New Years is traditionally a more dangerous time to be on the road," adds Arthur Simanovsky, BeMyDD CEO and President. "As people enjoy the holidays with family and friends, we want them to realize finding a designated driver can be easy, quick and more convenient than ever before."

The National Highway Traffic Safety Administration (NHTSA) reports there were 1,180 people killed in crashes during the 2013 holiday season, and almost a third (30%) of those were due to drunk driving¹. In addition to the physical harm drunk driving causes those involved, the average DUI can cost offenders \$10,000 in fines, fees, and court costs.

BeMyDD is an alternative transportation service that provides professional drivers to drive your vehicle for you. Instead of asking a friend to stay sober to act as a designated driver or having to leave the car behind while taking a taxi home, BeMyDD allows you to ride in the comfort of your own car while leaving the driving to a professional. Fully-screened and fully-insured,

BeMyDD's drivers have over 10 years of driving experience and arrive dressed in professional attire. With hourly personal driver services from \$14-\$19.50 an hour (depending on location) and car pickup services for \$25 plus mileage, BeMyDD offers an affordable solution for enjoying a night out or getting a ride home.

"The Montgomery County Department of Liquor Control is proud to partner with the BeMyDD program to offer a safe alternative to drinking and driving," says George Griffin, Director of the Montgomery County DLC. "The Holiday Rides initiative is another step towards promoting responsible behavior this holiday season."

The Holiday Rides Program will encourage participants to use the BeMyDD mobile app, where customers can reserve a driver through their smartphone, request a car pickup using GPS location, track their vehicle at all times, and call their driver directly.

"The mobile app gives you a driver-on-demand right in your pocket," says Simanovsky. "There's really no easier way to find a designated driver across the country."

The Holiday Rides Program launches today and will continue through January 1st, 2016. BeMyDD's designated driver app is available for both iOS (7.0 and later) and Android (4.0.3 and later) and can be downloaded through the App Store, Google Play, or BeMyDD's website at <http://www.bemydd.com/mobile-apps>.

About BeMyDD

Founded in 2010, BeMyDD (Be My Designated Driver) is the nation's largest designated driver service, currently operating in 76 markets in 31 states. This convenient, safe, reliable and affordable alternative transportation service provides a chauffeur at a discounted rate by driving the customer's automobile. Professional, experienced drivers are fully background-screened, interviewed and insured by BeMyDD and wear formal business attire. The company has national partnerships with leading liquor and wine companies to promote social responsibility, including Total Wine & More and Brown-Forman. To schedule a professional driver, go to [BeMyDD.com](http://www.BeMyDD.com), call +1 (877) U-BeMyDD (823-6933), or download the mobile app. To learn more, visit www.BeMyDD.com and follow us on [Facebook](#); [LinkedIn](#); [Google+](#); [YouTube](#) and [Twitter](#).

About Jack Daniel's

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack

Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Sinatra Select and Jack Daniel's Country Cocktails.

Celebrate Joyfully. Drink Responsibly.

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ⁱ <http://www.trafficsafetymarketing.gov/HolidaySeason>