

FOR IMMEDIATE RELEASE

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Domi Station Wins National Competition Sponsored by Gentleman Jack and Wired Magazine

Tallahassee, FL, April 2, 2019 - Domi Station was selected as the winner of Pitch Distilled 2019 - a multi-city competition sponsored by Gentleman Jack Double Mellowed Tennessee Whiskey and WIRED Brand Lab. The winning concept, "Hucksters Mobile Market", focuses on alleviating food waste issues in Tallahassee. The full entry can be viewed at www.wired.com/pitchdistilled. Gentleman Jack and WIRED Brand Lab will host a reception in Tallahassee on April 30th to celebrate the winning team.

After being selected to participate in Pitch Distilled, Domi Station recruited a team of Tallahassee locals to compete, bringing together a wide network of resources for them to use. Over the months that followed, the team, composed of Brittany Gress, Heather Kirwan, Tabitha Frazier, Jesse Taylor,

and Anshul Lakshman, worked tirelessly to bring their sustainable concept to life.

Hucksters Mobile Market is a food truck that caters and sells fresh produce to underserved communities. While food banks in the area exist, those without transportation have limited access to their resources. The slogan “Health on Wheels” highlights the mobility to communities in need. Thank you to the support of Leon County, Florida A&M University, Sustainable Tallahassee, The Workmans, Hamptons Inn, Florida State University, and the City of Tallahassee, the team received all the information needed to execute the winning video.

The Pitch Distilled winner was selected by the public through a national online voting process where Domi Station received the majority of the votes. Other competing cities include Oakland, Philly, Houston, Denver, Detroit and Atlanta. The team will receive \$10,000, an interview and professional photoshoot with a WIRED Brand Lab editor on WIRED.com, and a celebratory event with a keynote speaker.

For more information on Pitch Distilled visit www.wired.com/pitchdistilled.

About Domi Station

Domi is a non-profit startup incubator and coworking space with 140 active members. Our mission is to maximize human outcomes through entrepreneurship and innovation. Domi is the home of entrepreneurs and innovators in the Tallahassee metro and is actively involved in growing the local startup community through supporting services, resources, connections, and community. For more information about Domi visit www.domistation.com.

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 first 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 Double Mellowed Tennessee Whiskey, Jack Daniel's Tennessee Rye 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. Today, Jack Daniel's is a true global icon found in more than 170 countries around the world and is the most valuable spirits brand in the world as recognized by Interbrand. Your friends at Jack Daniel's remind you to drink responsibly.

Pitch Distilled is produced by WIRED Brand Lab, a creative and experiential in-house agency for the WIRED Media Group, which includes WIRED, Ars Technica, and Backchannel. WIRED Brand Lab connects brands with a

WIRED-approved roster of writers, filmmakers, photographers, designers, and engineers, for cross-platform storytelling experiences with a distinctly WIRED-style.