

MEDIA RELEASE – FOR IMMEDIATE RELEASE

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TREE CONTINUES TO GROW!

Kelowna based Tree Brewing has done it again. In 2006 they set a goal to increase their revenues by 50% over 2005. They not only met that goal, they exceeded it by 4% with a revenue increase of 54% in 2006 over 2005. Tree has set its goal at a 45% increase in revenue for 2007 over 2006.

President and CEO, Wayne Clements very well may be able to achieve these goals. In 2005, fresh ideas in hand, Clements revamped the look of their four top sellers. The results were more than impressive. Thirsty Beaver took off with an amazing 105% increase in sales; Cutthroat jumped 90% and Honeycomb had an impressive increase of 75%. Without change, Hop Head managed an increase of 25% over the previous year.

"It's a very aggressive goal," says Clements, "but we've set aggressive goals in the past and we've achieved them." Clements attributes the increase to a number of factors including consumer preference for the quality had crafted taste of Tree beers, their aggressive marketing plan, and market growth in the lower mainland, Vancouver Island and the Okanagan. The Alberta market has rallied behind Tree beers and the growth in this province has been spectacular.

Tree launched their new Character 8 Pack in April of 2006 and by the end of May it was the number one selling package of their five packages in Alberta. In June it became number one in BC. Each box contains two of Thirsty Beaver, Hophead, Cutthroat and Honeycomb. Some limited edition brews may also make an appearance from time to time.

When asked why Tree beer was selling so well in Alberta, Clement had this to say. "When you live in Alberta and think of Kelowna, you think crystal clear lakes, fresh water, sandy beaches, snow skiing and wineries. Kelowna has an exciting vacation playground feel to it. When you live here, you forget how unique Kelowna really is."

Tree will be launching a new beer in the spring called "REBEL" Original which is a smooth, lightly hopped German lager. This beer will be sold in bottles in unique eight pack cases, Kegs, as well as a nitro infused premium to be available in select pubs and sold in kegs only. Watch for "REBEL's" release in April and the incredible contest give-away of a Harley Davidson motorcycle. It's a very aggressive campaign for this size of brewery.

When in Kelowna, visitors are invited to come down and visit the Tap Room at 1083 Richter Street and have a taste.