

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

OKANAGAN'S TREE BREWING CELEBRATES 10 YEARS!

Tree Brewing of Kelowna is celebrating and you're invited. Tree celebrates 10 years in the industry on July 8th. The party is at the brewery at 1083 Richter Street from noon and goes to 5 pm. Young and old alike are invited for a barbeque, pop, beer tasting and brewery tours.

The celebration is just one of many great things happening at Tree this year. In May it announced their volume in HL (1 HL = 100 litres) was up 50% in the first four months of 2006 over 2005. CEO Wayne Clements is excited. "I am not aware of any other Canadian company that can claim this rate of growth in the beer industry."

The brewery was started in 1996 and after a number of ownership changes; Tree was taken over in 2004 with Wayne Clements as the active owner. Since then change has been the key word. First came the name changes for the beers themselves: Tree Amber Ale became Thirsty Beaver, Tree Pale Ale became Cutthroat and their Fireweed Honey Pilsner became Honeycomb. They kept the Hop Head name as it was giving them 50% of their total sales at that time.

The new names were coupled with a new look and it paid off handsomely. 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.

Name changes plus some great marketing ideas paid off more than anyone could have imagined. In February 2006 the brewery showed a 250% increase over the same month from the previous year. The increase was so great they almost ran out of beer. "March was still an excellent month," quips Clements, "but we had a limited amount of beer left to sell and had to brew more in a hurry!"

New names, new look, same quality, Tree Beer now had major character and thusly they launched their Character 8 Pack on April 1st this year. By May it was the number one selling package of their six 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. For example, at the end of June, Tree will be putting in one, 341 ml bottle of Hefeweiser Wheat Beer.

What can be better in the summer than a barbeque and cold, fresh brewed, quality beer? Come to the 10th Anniversary Celebration, July 8th, at the Brewery.