

MEDIA RELEASE

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May 3, 2006

FOR IMMEDIATE RELEASE

OKANAGAN'S TREE BREWING VOLUME UP 50% FROM 2005

Tree Brewing of Kelowna has some great news. Tree Brewing's volume in HL (1 HL = 100 litres) is up 50% in the first four months of 2006 over 2005. "This is huge," says CEO Wayne Clements. "I am not aware of any other Canadian company that can claim this rate of growth in the beer industry." Tree Brewing celebrates its 10th anniversary this June.

The brewery was started in spring of '96. After a number of ownership changes, Tree was taken over in 2004 with Wayne Clements as the active owner. Since the change of ownership the brewery has gone through many transformations, all for the good. They recently took top honors at a "best of BC" beer tasting during a Pacific Brew News podcast. They were also told that the brewery's Hophead was a clear winner during the IPA (India Pale Ale) tasting. Rick Sellers of Pacific Brew News said, "...it was the best of the British Columbia!"

"Tree's Hophead has had a significant following from day one with traditional IPA beer fans and the interest in the brew is realizing a steady climb in sales with this past year achieving a 27% growth in the local market," says Clements. "With the recent grassroots trend in beer and food pairings, we can see a clear indication that British Columbian's palates are more discerning and demanding a beer with a distinct character and flavor."

Speaking of character, Tree launched their new 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 micro brew fans the release of the Character 8 Pack is perfect. The case offers four distinctive beers, is easy to carry and is very affordable. These handcrafted beers are brewed in Kelowna, BC, in small batches using only the finest natural ingredients. When in Kelowna, visitors are invited to come down and visit the Tap Room at 1083 Richter Street and have a taste.