



Pig's Eye Brewing Company, LLC

PRESS RELEASE

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PIT BULL™ HIGH GRAVITY ICE MALT LIQUOR WINS BRONZE MEDAL AT THE GREAT AMERICAN BEER FESTIVAL®.

ST. PAUL, MN – Pit Bull™ High Gravity Ice Malt Liquor recently claimed a bronze medal at the 2006 Great American Beer Festival® Competition, the largest national beer competition that recognizes the most outstanding beers produced in the United States today. The top three winners in each of the competition's 69 beer-style categories were announced September 30th at the 25th Great American Beer Festival® Awards Ceremony at the Colorado Convention Center in Denver, CO.

Pig's Eye Brewing Company's Pit Bull™ received the bronze medal in the Other Strong Ale or Lager category, competing against 29 other entries. "This is the first time that a malt liquor has received a medal in this category. The GABF® judges have confirmed that we were able to brew a high gravity malt liquor that is both strong and smooth," said Phil Gagne', President of Brewing for Pig's Eye Brewing Company. Pit Bull™ High Gravity Ice Malt Liquor was introduced in January 2006, and is available in 6 states.

This is Pig's Eye Brewing Company's 2nd medal in as many years. Pig's Eye Lean® Light Beer won the gold medal at the 2005 Great American Beer Festival® in the American-Style Low-Carbohydrate Light Beer category.

The 2006 Great American Beer Festival® Competition winners were selected by an international panel of brewing experts from an impressive field of 2,443 entries received from 450 breweries. More than 1,200 breweries were invited to compete. "The Great American Beer Festival® is the premier judging event for the American craft beer industry," says Nancy Johnson, Festival Director. "It's exciting, being the 25th celebration, that this is our biggest showing of entries. That's proof positive that being chosen a winner, no matter if gold, silver or bronze is truly an accomplishment."

Pig's Eye Brewing Company, LLC is headquartered in St. Paul, MN, with brewing and packaging facilities in La Crosse, WI. Pig's Eye Brewing Company brands - Pig's Eye Pilsner Beer, Pig's Eye Lean Light Beer and Pit Bull High Gravity Ice Malt Liquor are currently available in 8 states.

For more Great American Beer Festival® Competition information and 2006 winner's list, visit www.GreatAmericanBeerFestival.com.

The Great American Beer Festival® has been held every year since 1982 and is presented by the Brewer's Association, a not-for-profit educational trade association for craft brewers. Visit the website: www.beertown.org to learn more. The Association also hosts the bi-annual World Beer Cup® and is based in Boulder, CO U.S.A.