



Pig's Eye Brewing Company, LLC

PRESS RELEASE

CONTACT: Jeff Crawford or Phil Gagne'
(651) 734-1661
www.pigseyebeer.com

FOR IMMEDIATE RELEASE
October 15, 2007

PIG'S EYE® PILSNER BEER WINS BRONZE MEDAL AT THE GREAT AMERICAN BEER FESTIVAL®.

ST. PAUL, MN – Pig's Eye® Pilsner Beer recently claimed a bronze medal at the 2007 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 75 beer-style categories were announced October 13th at the 26th Great American Beer Festival® Awards Ceremony at the Colorado Convention Center in Denver, CO.

Pig's Eye Brewing Company's Pig's Eye® Pilsner received the bronze medal in the International-Style Pilsener category, competing against 10 other entries. "This is the first major award for our flagship brand. We are pleased that Pig's Eye Pilsner has finally received the recognition that it deserves," said Phil Gagne', President of Brewing for Pig's Eye Brewing Company. Pig's Eye® Pilsner was first introduced in 1992, and is available in 8 states.

This is Pig's Eye Brewing Company's 3rd medal in as many years. Pit Bull™ High Gravity Ice Malt Liquor received the bronze medal at the 2006 Great American Beer Festival® in the Other Strong Ale or Lager category, and 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 2007 Great American Beer Festival® Competition winners were selected by an international panel of brewing experts from an impressive field of 2,832 entries received from 474 U.S. breweries. More than 1,500 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.

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, Pig's Eye Ice Beer and Pit Bull High Gravity Ice Malt Liquor are currently available in 8 states.

For more Great American Beer Festival® Competition information and 2007 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.