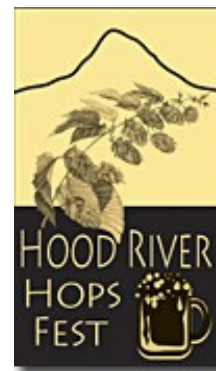


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Contact:
Stu Watson, 541-490-0022



FRESH HOP FLAVORS DRIVE INTEREST IN MICROBREW LINEUP AS HOOD RIVER HOPS FEST CELEBRATES FIFTH ANNIVERSARY

HOOD RIVER, Ore. (June 3, 2008) — Celebrating its fifth year as the premier fresh hops beer tasting event in the Pacific Northwest, the Hood River Hops Fest on Oct. 4, 2008, will feature an expanded menu of food, local wines and activities for the entire family.

“Hops Fest started as a tribute to the great, fresh-hopped microbrews of the Pacific Northwest, and that still is the reason that thousands of people attend,” says Charlie Devereaux, who is coordinating beer vendors for the event.

“But we also want to provide a variety of other reasons for people to attend. Our goal is a safe, fun, family-friendly event.”

Among those attractions will be a rich array of food offerings, many from local restaurants. New musical offerings will put an emphasis on traditional and fun sounds (can you say “Ooom-pah!”).

An expanded play area for children will allow families to attend during the afternoon of the event, which runs from noon to 9 p.m. in downtown Hood River.

In addition to beer, Hops Fest 2008 will feature a more diverse selection of local wines. The number of labels producing quality wine from the Columbia Gorge AVA has grown rapidly, and Hops Fest 2008 hopes to work closely with the Columbia Gorge Wine Growers Association to offer a broad selection to oenophiles.

Businesses interested in sponsorship opportunities, or individuals interested in volunteering, should contact the Hops Fest Steering Committee at 541-490-0022.

Organizers are still lining up brewers to pour tastes this year. Stay tuned by checking the Hops Fest web site regularly. If you’ve got it bookmarked, fine; that link will still work.