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**KONA BREWING APPOINTS SCHAUF AS VP OF BUSINESS DEVELOPMENT**

*Kailua-Kona, Big Island of Hawaii* — Kona Brewing Company has announced the addition of Peter Schauf to its staff as Vice President of Business Development. In this newly created position, Schauf will lead the company's national marketing and sales efforts.

Schauf brings to Kona Brewing Company more than 20 years of marketing, sales, people management and international experience within the consumer products industry. Most recently he served as Director of National Accounts for the Gambrinus Company. He also worked for many years in various positions at Coors, including Country Manager of Coors Brewers Ltd. in London and National Account Sales Director in the United States. Schauf holds a bachelor of arts degree in political science from University of Richmond in Virginia.

"The growth of Kona Brewing Company's business, and the sophistication required to be successful, has made it apparent that we need the services of a professional with marketing and sales experience in the beverage industry," said Mattson Davis, Kona Brewing Company's President and CEO. "With Peter's wealth of knowledge and experience, he will provide the leadership to perpetuate the Kona Brewing Company brand, with product and positioning that is superior and sustainable everywhere it is sold."

Kona Brewing Company was founded in 1994 and packaged its first batch of beer in February 1995. It has grown into Hawaii's largest brewery and was ranked the 32<sup>nd</sup> largest producer of beer in the country based on 2005 national figures. It has two restaurant sites in Hawaii and beer distribution reaching 15 states, Japan and Taiwan. For information call 808-334-BREW or visit [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).

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