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FOR IMMEDIATE RELEASE
KONA BREWING TAPS UP IN FLORIDA, TEXAS

Kailua-Kona, Hawaii's Big Island— Continuing its mission of sharing its “Liquid Aloha,” Kona Brewing Company recently introduced its portfolio of award-winning ales and lagers to Florida and Texas. Longboard Island Lager, Fire Rock Pale Ale and limited release Wailua Wheat brewed with tropical passion fruit now are available at finer restaurant and retail locations throughout these two states.

For the past two years Kona Brewing Company’s beers have been available in limited test markets in Florida, and due to the incredible success of the brand in that area, the decision was made to expand its distribution throughout the state. Texas is a new market for Kona Brewing Company. When the roll out is complete by the end of March, Kona Brewing Company will have 22 distributors in Florida and 42 distributors in Texas handling its beers.

“We are incredibly enthusiastic about these two new markets,” said Mattson Davis, Kona Brewing Company’s President and CEO. “We’ve already proven our popularity in Florida in select markets, and we’re eager to open it up to the rest of the state. Texas is a huge state – not only in size, but also in beer consumption. We’re very optimistic that our success will be unprecedented in that market as well! Both markets are great fits for Kona Brewing Company – being coastal states, Hawaii, Florida and Texas share some similarities. Now, our fans in Florida and Texas can enjoy a “Pint of Paradise” without having to get on a plane!”

Longboard Island Lager is a refreshing lager fermented and aged for five weeks at cold temperatures to yield its smooth flavor. A delicate, slightly spicy hop aroma complements the malty body of this beer. Fire Rock Pale Ale is a crisp, refreshing “Hawaiian-style” pale ale. Its

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signature copper color results from the unique blend of specialty roasted malts. The pronounced citrus-floral hop aroma comes from the liberal amount of hops added to each brew. Wailua Wheat is Kona Brewing Company's spring/summer limited release beer. It is a golden sun-colored ale with a bright, citrusy flavor that comes from tropical passion fruit brewed into each batch. The eye-catching packaging of Kona Brewing Company's bottled beers captures the spirit of Hawaii, with nostalgic images of surfers, nature scenery and more.

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 23rd largest craft brewing company in the country based on 2006 national figures. It has two restaurant sites in Hawaii and beer distribution reaching 18 states, Japan and China. In 2007, Kona Brewing Company posted 40 percent growth over the previous year, increasing its barrels sold to 62,656. Since its first year of operation, the company's beer sales have increased more than 4,000 percent. For information call 808-334-BREW or visit www.KonaBrewingCo.com.

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