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KONA BREWING'S STEVE COLE PROMOTED TO HAWAII DIRECTOR OF SALES

Kailua-Kona, Hawaii's Big Island— Kona Brewing Company recently announced the promotion of Steve Cole to Director of Sales, Hawaii. In his new position, Cole will lead and manage all of Kona Brewing Company's sales and marketing initiatives within the state of Hawaii, working closely with distributors and accounts.

Cole joined Kona Brewing Company in early 2004 as its market manager. Through his sales and marketing efforts, he has assisted with the brewery's double-digit growth year after year. He brings to his new position 32 years of experience in management, sales and marketing. For the past 19 years he has focused specifically on the beverage service industry. Cole attended Clark College in Vancouver, Wash., and he served in the U.S. Navy on Active and Reserve Duty for six years.

"Our brand continues to grow beyond our expectations," said Kona Brewing Company President and CEO Mattson Davis. "Steve's experience in the market will be instrumental in continuing that growth. In his new position, Steve will really focus on strategic planning, both on- and off-premise, which will allow us to continue our success. We anticipate hiring a marketing representative based on Maui to work with Steve mid-year as our sales continue to escalate."

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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