



NEWS RELEASE

## **RUSSELL BREWING TEES UP WITH THE PGA OF BC**

Vancouver, B.C. (December 9, 2009) – The PGA of BC is excited to announce Russell Brewing as the Official Beer of the PGA of BC. One of the province’s fastest growing companies, Russell Brewing has been producing premium beers since 1995. Situated in the Strawberry Hill area of Surrey, their award-winning products are held to the highest quality standards and brewed without any preservatives.

“As the Official Beer Supplier, Russell will be working closely with the PGA of BC,” said Angie Harris, Marketing Director of Russell Brewing. “We have a number of exciting promotions in development that will make golfing in BC even more fun in 2010. There will also be some longer term ideas that will help build a strong relationship with our brands and golfers in BC.”

Russell Brewing is a Bronze level sponsor of the PGA of BC. They currently distribute their beer in British Columbia and in Manitoba through their sister brewery called Fort Garry Brewing Company.

“We are very pleased to have Russell Brewery join the PGA of BC team,” said PGA of BC Executive Director, Brian Butters. “This partnership will present some great benefits for our members and their associates. Russell brews award winning beers and they have proven themselves as an excellent marketing partner for organizations in the leisure and entertainment industries.”

Russell Brewing joins a distinguished list of companies with their corporate sponsorship of the PGA of BC. The PGA of BC looks forward to brewing a tasty 2010 golf season with Russell Brewing as a valuable member of the team.

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### **About Russell Brewing**

One of BC's fastest growing companies, Russell Breweries Inc. produces premium beers in Western Canada in breweries located in BC and Manitoba. All products are held to the highest quality standards, brewed without any preservatives, ensuring that the passion that goes into crafting the beers comes through in the taste. Russell Breweries Inc. is a public company trading on the TSX Venture Exchange under the symbol "RB". For further information about Russell Brewing visit [www.russellbeer.ca](http://www.russellbeer.ca)

### **About the Professional Golfers' Association of British Columbia**

The PGA of BC is one of nine zones comprising the Canadian Professional Golfers' Association (CPGA). The PGA of BC serves and represents more than 650 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province. PGA of BC professionals are experts in the business of golf, are the most qualified instructors of the game, and are essential to any successful golf operation. PGA of BC professionals teach and administer golf while providing strong leadership in the community through charity events and volunteering. The PGA of BC operates ten provincial championships at venues around BC involving professionals and professionals teamed with amateur golfers. The PGA of BC also owns and operates the PGA of BC Trade Show, the largest annual golf industry gathering in BC. For further information on the PGA of BC visit [www.pgabc.org](http://www.pgabc.org)

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