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Pendleton® Midnight Named the Official Whisky of Seattle Sounders FC

Hood River, Ore. (April 17, 2017) – Hood River Distillers, Inc., the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, announced that Pendleton® Midnight, its super-premium, blended Canadian whisky, will be named the Official Whisky of Seattle Sounders FC, the defending Major League Soccer (MLS) champions.

“We are very excited about the opportunity to partner with the Seattle Sounders this year,” said Keri Eliason, Brand Manager for Pendleton Midnight. “This organization – including the team and their fans – represents hard work, good sportsmanship and strong comradery, something we greatly value at Hood River Distillers.”

Pendleton Midnight first launched in 2015, and in less than one year in market earned a top recommendation of “extraordinary” from the 2016 Ultimate Spirits Challenge. With a score of 96, the Ultimate Spirits Challenge, hosted by the Ultimate Beverage Challenge, named the premium, 90 proof whisky a 2016 Ultimate Spirits Challenge Finalist, a 2016 Ultimate Spirits Challenge Great Value, and topped it off with a cocktail accolade recommending the whisky for use in premium cocktails.

“We are very happy to welcome Pendleton Midnight as our newest partner,” said Sounders FC Chief Operating Officer Bart Wiley. “Our team had a historic 2016 season and, as we work to continue that success, we look toward great partners like Pendleton Midnight to help us achieve our goals.”

For more information on Pendleton® Midnight, please visit PendletonWhisky.com.

About Pendleton Midnight Whisky

From the makers of Pendleton® Whisky, Pendleton® Midnight is a new premium select 90 proof whisky available nationwide since 2015. The oak barrel-aged whisky uses many of the same tried and true ingredients that give Pendleton Whisky its smooth taste and rich flavor, including glacier-fed spring water from Oregon’s Mt. Hood. Pendleton Midnight also includes notes of leather and warm spices to provide a full-bodied, authentic flavor with a lingering finish that fills the senses. For more information, visit www.pendletonwhisky.com.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest’s largest and oldest importer, distiller, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® Directors’ Reserve Whisky, Pendleton® 1910 Rye Whisky, Pendleton® Midnight Whisky, Trail’s End® Kentucky Straight Bourbon Whiskey finished with Oregon Oak, Lucid® Absinthe Supérieure, Big Gin®, Sinfire® Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, the complete line of Monarch® distilled spirits and the Clear Creek® Distillery portfolio are

just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

About Seattle Sounders FC

Winner of the 2016 MLS Cup, 2014 MLS Supporters' Shield and four Lamar Hunt U.S. Open Cup championships (2009, 2010, 2011, 2014), Sounders FC is Seattle's Major League Soccer franchise. With an ownership group led by Seattle-based entrepreneur Adrian Hanauer, Hollywood executive Joe Roth, Seattle Seahawks Chairman Paul G. Allen and entertainer Drew Carey, the club received an MLS charter on November 13, 2007 and has qualified for the MLS Cup Playoffs in every year of its existence. In 2016, Sounders FC reached a milestone as the franchise claimed its first MLS Cup championship with a road victory over Toronto FC. Since the club's debut MLS season in 2009, Sounders FC has set the standard for soccer support in North America by leading the league in attendance each year, culminating in the top eight single-season attendance totals in league history and an active streak of 148 consecutive MLS sellouts. Prior to joining MLS, the Seattle Sounders organization has been a part of the greater Seattle community and U.S. Soccer professional scene since 1974.

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