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HOOD RIVER DISTILLERS COMMEMORATES PENDLETON ROUND-UP ANNIVERSARY WITH LIMITED RELEASE PENDLETON WHISKY DIRECTORS' RESERVE

20-year-old Whisky Distribution Begins in September

HOOD RIVER, Ore. (August, 2010) – [Pendleton Whisky](#), imported by [Hood River Distillers](#), Inc., the largest and oldest liquor producer in the Northwest, is releasing a rare edition 20-year-old Pendleton Directors' Reserve in celebration of the Pendleton Round-Up's 100th anniversary.

National distribution will begin in early September, with the Pendleton Cigar & Mixer receiving the first order in conjunction with the Pendleton Round-Up. Fewer than 5,000 bottles will be released, selling for approximately \$125 each.

“Pendleton Whisky was specifically created to celebrate the bold spirit and hard-work ethic of the American cowboy and cowgirl. It was borne of the rich tradition of the Pendleton Round-Up, making the 100th anniversary of this prestigious rodeo very special to us,” said Ronald R. Dodge, Hood River Distillers President and CEO. “The Directors' Reserve is the perfect way to honor this anniversary.”

The Pendleton Directors' Reserve bottles have a lead-esque appliqué embossed with the famous Pendleton Round-Up bucking horse, reminiscent of a traditional belt buckle. Each bottle is encased in a premium, limited edition wooden collector's box lined with velvet.

About Pendleton Whisky

Pendleton Whisky is a proud sponsor of the Pro Rodeo Cowboys Association and the presenting sponsor of the All American ProRodeo Series. It is considered one of the fastest growing whisky brands in the U.S., experiencing double digit growth each of the past five years. Pendleton Whisky is an oak barrel-aged whisky distilled in Canada. Before bottling, Hood River Distillers blends in glacier-fed spring water from Oregon's Mt. Hood, which helps provide Pendleton Whisky's uncommonly smooth taste and rich, complex flavor.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distiller is the Northwest's largest and oldest importer, producer, marketer and bottler of distilled spirits. Pendleton Whisky, Broker's London Dry Gin, Yazi Ginger Vodka, Knickers Irish Cream Whiskey, ULLR Nordic Libation, HRD Vodka and Monarch are just a few of the company's brands of spirits distributed



Pendleton Directors'
Reserve Whisky

across more than 40 states. Hood River Distillers is a member of the [Century Council](#) and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

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