



FOR IMMEDIATE RELEASE

BELT BUCKLE DESIGNED BY MONTANA SILVERSMITHS AVAILABLE ON SELECT 1.75 LITER BOTTLES OF PENDLETON WHISKY

On-Pack Belt Buckle 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 Pendleton Whisky belt buckle packaged on a select number of the 1.75 liter bottles of its signature whisky.

Distribution will begin in Oregon in conjunction with the Pendleton Round-Up, which is celebrating its 100-year anniversary this September. Hood River Distillers maintains a strong relationship with the Pendleton Round-up from which its whisky was named, and a portion of Pendleton Whisky annual sales is shared with the rodeo.

“We are excited about providing such a unique gift for our loyal customers,” said Tia Bledsoe, Hood River Distillers Director of Marketing. “We are always looking for ways to give back, and the Pendleton Whisky belt buckles are a great way to show our appreciation as we celebrate the Pendleton Round-Up Centennial.”

Made by world renowned Montana Silversmiths, the buckles showcase the famous Pendleton Round-Up bucking horse symbol and Let'er Buck slogan with traditional western design and engraving.

About Pendleton Whisky

Pendleton Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon's Mt. Hood and is known for its uncommonly smooth taste and rich, complex flavor. In 2010, Pendleton Whisky was named the presenting sponsor of the All American ProRodeo Series, which includes 400-plus Professional Rodeo Cowboys Association (PRCA) rodeos.

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 spirits distributed 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.



Limited edition
Pendleton Whisky belt
buckle

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