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Pendleton® Whisky Announces First Ever Legendary Cowboy Team

*Ten PRCA Cowboys, Two NFR Qualifiers, Selected to Join Program Rewarding Cowboys
Competing at Both Ends of the Arena*

HOOD RIVER, Ore. (Dec. 4, 2013) – Pendleton® Whisky, the official spirit of the Professional Rodeo Cowboys Association (PRCA) and the presenting sponsor of the All American ProRodeo Series, announced today the qualifying cowboys of its Legendary Cowboy Program, a platform designed to honor and encourage professional rodeo cowboys currently competing in both a roughstock event and a timed event at PRCA-sanctioned rodeos across the country. Ten cowboys have been accepted into this inaugural program, including Whit Ashe, Trell Etbauer, Alan Frierson, Luke Gee, Nick Gutzwiler, Bobby Mote, Jesse Jolly, Chase Miller, Shane Proctor, and Kyle Whitaker. Both Bobby Mote and Shane Proctor will compete at the 2013 Wrangler National Finals Rodeo in Las Vegas, Dec. 5-15.

“We are very excited to welcome these fine cowboys to our Pendleton Whisky family,” said Ron Dodge, Hood River Distillers president and CEO. “The Legendary Cowboy Program recognizes the all-around commitment it takes to compete at both ends of the arena. This is a special group of men upholding the traditions of the sport of rodeo, and we’re honored to support their efforts.”

To qualify for the Pendleton Whisky Legendary Cowboy Program, cowboys must be PRCA members, 21 years of age and older, compete in at least two events consisting of one roughstock and one timed event during the current rodeo season, and demonstrate Pendleton Whisky brand values including integrity and hard work. The official spirit of the PRCA awarded the 2013 Pendleton Whisky Legendary Cowboy Program participants with a \$100 gas card and official Pendleton Whisky Legendary Cowboy patches for adornment by qualifying cowboys during the 2013 Wrangler NFR as well as throughout the 2014 rodeo season.

Enrollment into the program will be open Jan. 1 through Nov. 30, 2014 for the upcoming rodeo season.

Pendleton Whisky, born of the rich tradition of one of the oldest and most prestigious rodeos in the world, was uniquely founded in history and heritage. The Pendleton Whisky Legendary Cowboy program was established to continue the rich traditions and heritage of the sport of rodeo by identifying and supporting the all-around cowboys of today.

For more information, please visit www.pendletonwhisky.com. For more news from Pendleton Whisky, find them on Facebook at www.facebook.com/PendletonWhisky.

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. Pendleton Whisky is the official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton[®] Whisky, 1910 Rye Whisky, Broker's[®] London Dry Gin, SinFire[®] Cinnamon Whisky, Yazi[®] Ginger Vodka, ULLR[®] Nordic Libation, HRD[®] Vodka, Lucid[®] Absinthe Supérieure, and the complete line of Monarch[®] distilled spirits are just a few of the company's brands distributed across the country. 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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