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MEDIA CONTACT

Maggie McDonald
mmcdonald@fww-us.com
919-277-1148

**Pendleton® Whisky Partners with Wrangler® to Launch
New 2016 Holiday Shirt**

HOOD RIVER, Ore. (September 19, 2016) – Hood River Distillers, Inc., the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, announced today a new partnership between Pendleton Whisky and Wrangler®. The iconic American denim brand and official spirit of the Professional Rodeo Cowboy Association (PRCA) will be launching a 2016 co-branded holiday shirt, set to hit retailers later this year.

The 2016 shirt is white and will feature the Wrangler logo on the left sleeve and above the right chest pocket. The Pendleton Whisky logo and legendary bucking horse icon will be featured above the left chest pocket and across the back of the shirt.

"We're very excited to announce our partnership with Wrangler," said Tia Bledsoe, Senior Brand Manager at Hood River Distillers. "Wrangler and Pendleton Whisky are two brands that embrace western values, and this partnership gives consumers a new option not only for rodeo but everyday western wear."

The '16 holiday shirt will retail for \$51.99 and will be available for online purchase after September 15, 2016 and for in-store purchase starting in November 2016.

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), the presenting sponsor of the All American ProRodeo Series, and the official whisky of the PBR (Professional Bull Riders) BlueDEF Tour.

About Wrangler®

Wrangler® apparel is available nationwide in mass retail outlets, select department stores and specialty retailers including work apparel chains, farm & fleet, and western stores, as well as through online and catalog retailers. To find a retailer or for more information on the Wrangler family of products visit Wrangler.com or call 888.784.8571.

