

P E N D L E T O N

BLESSED
CANADIAN WHISKY



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PENDLETON WHISKY NAMED 2008 IMPACT HOT PROSPECT BRAND

Premium Whisky Brand Recognized For Second Year by Impact Global Newsletter for Consistent Growth

HOOD RIVER, Ore. (Nov. 15, 2009) – [Pendleton Whisky](#), produced by [Hood River Distillers, Inc.](#), the largest and oldest liquor producer in the Northwest, was named a 2008 Impact Hot Prospect Brand by *Impact Global Newsletter*. To receive the prestigious award, the brand must have achieved depletions of at least 50,000 nine-liter cases (and no more than 200,000) as well as at least 15 percent growth in 2008; consistent growth of the brand in 2006 and 2007 was also a factor.

“We are pleased to receive recognition for the Pendleton Whisky brand for two years now,” said Ronald Dodge, Hood River Distillers president and CEO. “Pendleton has enjoyed steady growth since its introduction, sharing the rich tradition of the western rodeo, which served as Pendleton’s inspiration.”

The 2008 Impact Hot Prospect Brand recognition was granted by *Impact Global Newsletter*. Pendleton Whisky received this prestigious award for the first time in 2007.

Pendleton Whisky is one of the fastest growing whisky brands in the U.S, experiencing double digit growth each of the past five years.

About Pendleton Whisky

Launched in 2003 to celebrate the bold spirit of independence and hard work ethic of the American cowboy and cowgirl, Pendleton Whisky has grown quickly in popularity. Pendleton is an oak barrel-aged whisky distilled in Canada using the finest ingredients, including glacier-fed spring water from Mt. Hood in Oregon. The whisky’s uncommonly smooth taste and rich, complex flavor consistently earn it accolades, with the most recent including a gold medal at the 2009 San Francisco World Spirits Competition and a silver medal at the 2009 International Review of Spirits.

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, Cockspur Rums, 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 across more than 40 states. For more information, visit www.hrdspirits.com.

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