

P E N D L E T O N

100%
CANADIAN WHISKY



FOR IMMEDIATE RELEASE

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PENDLETON WHISKY NAMED ALL AMERICAN PRORODEO SERIES PRESENTING SPONSOR

HOOD RIVER, Ore. (April, 2010) – [Pendleton Whisky](#), produced by [Hood River Distillers](#), Inc., the largest and oldest liquor producer in the Northwest, has been named the presenting sponsor of the [All American ProRodeo Series](#) for the 2010 season. The series includes all 400-plus Professional Rodeo Cowboys Association (PRCA) rodeos with added money of \$30,000 or less.

This sponsorship adds to Pendleton Whisky's existing rodeo partnerships, including the Pendleton Round-Up and the Wrangler National Finals Rodeo. Specifically created to celebrate the bold spirit of independence and hard-work ethic of the American cowboy and cowgirl, Pendleton Whisky was borne of the rich tradition of the 100-year-old Pendleton Round-Up. Each Pendleton Whisky bottle prominently features the rodeo's famous bucking horse symbol and *Let'er Buck!* slogan.

"We are very excited about this opportunity to partner with the All American ProRodeo Series" said Ronald R. Dodge, president and CEO of Hood River Distillers, Inc. "This partnership will allow us to support PRCA members who rarely have the opportunity to compete in the bigger rodeos as well as support the smaller rodeos that provide these cowboys the venue to compete in the sport they love."

About Pendleton Whisky

Pendleton Whisky is 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 Oregon glacier-fed spring water from 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 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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