

P E N D L E T O N

BLEND
CANADIAN WHISKY



FOR IMMEDIATE RELEASE

Pendleton Whisky becomes Official Spirit of PRCA ProRodeo

Colorado Springs, CO (November 16, 2010) - The Professional Rodeo Cowboys Association (PRCA) is excited to announce that it has signed a multi-year renewal with Pendleton Whisky expanding their involvement in ProRodeo. Pendleton Whisky is now the Official Spirit of ProRodeo and a First-right sponsor.

“Our entire organization is excited to expand our partnership with Pendleton Whisky,” stated PRCA Commissioner Karl Stressman. “They’ve made a big commitment to this sport and the growing demand for their product is proof that our membership and our loyal fans will get behind quality products that support the lifestyle they live and love.”

Hood River Distillers’ Pendleton Whisky was specifically created to celebrate the bold spirit of independence and hard-work ethic of the American cowboy and cowgirl.

“We are honored to continue our involvement and support of the ProRodeo Cowboy Association,” said Ronald Dodge, Hood River Distillers President and CEO. “Throughout its history, Pendleton Whisky has embodied the rich tradition, loyalty and excitement of rodeo.”

Pendleton Whisky will also serve as the Official Spirit of the Wrangler National Finals Rodeo (NFR), and will continue to be the Presenting Sponsor for both the All American ProRodeo Series and the season-ending All American ProRodeo Finals in Waco, Texas.

“As the PRCA continues to grow the All-American series we cannot think of a better company to partner with than Pendleton Whisky,” said Stressman. “This is a company that understands and values our core member and fan that works hard all week and lives for that weekend PRCA rodeo.”

As part of the new agreement, Pendleton Whisky will be the title sponsor of the Bucking Stock of the Year awards given annually at the PRCA Awards Banquet in Las Vegas.

They will now be called the Pendleton Whisky Let’er Buck Bucking Stock of the Year Awards and the company will provide the cash prizes paid out to each of the three place winners in the three bucking stock categories – bareback horses, saddle broncs and bulls.

In addition, the company will fund the stipends paid out to stock contractors who are selected to provide stock for the Wrangler NFR.

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.

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, Yazı 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.

About The PRCA

The PRCA, headquartered in Colorado Springs, Colo., is the largest and oldest professional rodeo-sanctioning body in the world. The recognized leader in ProRodeo, the PRCA is committed to maintaining the highest standards. The PRCA, a membership-based organization, sanctions approximately 600 rodeos annually, and there are nearly 30 million fans in the U.S. The PRCA showcases the world's best cowboys in premier events through the Wrangler Million Dollar Tour presented by Justin Boots, and its subsequent Justin Boots Playoffs, the Seminole Hard Rock Xtreme Bulls presented by B&W Trailer Hitches, the PRCA's bull riding tour; and the world-renowned Wrangler National Finals Rodeo. Action from PRCA-sanctioned rodeos and its premier events appears on In Country Television (DISH Network 230), ESPN2, ESPN Classic and ESPN Deportes. Each year, PRCA-sanctioned rodeos raise more than \$26 million for local and national charities. www.prorodeo.com

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