



For Immediate Release

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**Dundee Brewing Company to Raise Awareness and
Support for Disappearing Honey Bees**

*Dundee "Save the Honey Bee Program" supports research efforts
to eradicate Colony Collapse Disorder*

Rochester, N.Y., May 29, 2008—Honey bees are disappearing. While the root cause is still unknown, the fact remains that up to one-third of the food we eat—including fruits, vegetables, and nuts—requires honey bees for pollination. Given the vital role of the honey bee in not only our food supply but also the economy, Dundee Brewing Company has initiated its Dundee "Save the Honey Bee Program."

The program is designed to bring attention to the plight of honey bees and support research efforts to eradicate the mysterious Colony Collapse Disorder (CCD). In 2008, a portion of every Dundee beer sold in the U.S. will be donated to the Foundation for the Preservation of Honey Bees.

This initiative comes on the heels of Dundee Brewing Company's recent announcement that it will be refreshing the look of all its Dundee Ales and Lagers this summer to more closely reflect the brand's craft heritage, as well as the individuality, personality, and flavor of each craft beer.

“Dundee Honey Brown—the Dundee flagship brand—is made with natural honey, making the plight of the honey bee a real cause for concern for us,” said Patrick Magallanes, vice president of marketing, Dundee Brewing Company. “But the issue of CCD extends beyond the honey supply. Local farmers throughout the country are faced with the possibility of losing crops, which ultimately affects the livelihood of local economies. That’s why Dundee Brewing Company is committed to raising awareness and supporting this issue through the sale of its Dundee brands.”

Working closely with retailers around the country, Dundee Brewing Company is supporting the Dundee “Save the Honey Bee Program” with a full range of materials designed to raise money and drive awareness around CCD. This includes national point-of-sale—as well as regional point-of-sale—materials that are customizable, allowing grocery retailers to tie in farmers from their own local areas, such as apple growers in New York or almond growers in California.

In addition, Dundee Brewing Company has developed a range of on-premise support items designed to call attention to the issue of CCD and to encourage the purchase of Dundee products as part of the solution. This includes t-shirts, temporary tattoos, coasters, posters, and table tents. The company has also launched a website, www.dundeeforthebees.com, which serves as the main educational tool for the program and an avenue for consumers to get involved through donations.

“The issue of CCD cannot be solved with one masterful stroke. We need ongoing research to help us uncover the mystery behind the plight of our honey bees,” said George Hansen, chairman of trustees, Foundation for the Preservation of Honey Bees. “We are grateful to organizations like Dundee Brewing Company for donating the resources that will allow us to fund continuing CCD research efforts as well as other needed programs.”

For more information, please visit www.dundeeforthebees.com/press.

About The Foundation for the Preservation of Honey Bees

The Foundation for the Preservation of Honey Bees is a charitable research and education foundation dedicated to preserving and protecting honey bees to ensure a quality food supply and environment. Sponsored by the American Beekeeping Federation, the foundation provides educational opportunities to help advance public appreciation of honey bees, advance the beekeeping culture, improve pollination, and conserve biodiversity. For more information on the foundation, visit www.honeybeepreservation.org.

About Dundee Brewing Company

Dundee Brewing Company is part of High Falls Brewing Company. Founded in 1878 as the Genesee Brewing Company, High Falls Brewing Company is based in Rochester, New York, and is the seventh largest brewer of beer in the United States. It is also one of the largest and oldest continually operating breweries in the U.S. High Falls is best known for its historic Genesee line of brands as well as its Dundee Ales & Lagers family of craft brands which includes the Original Honey Brown Lager. Through its Allied Brands division, High Falls is also America's exclusive distributor of several imports, including Steinlager from New Zealand and Tooheys New from Australia—and also distributes Imperial from Costa Rica. The company also has brand rights for Seagram's coolers and Smooth products and serves as a contract brewer for many well-known U.S. craft vendors.

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