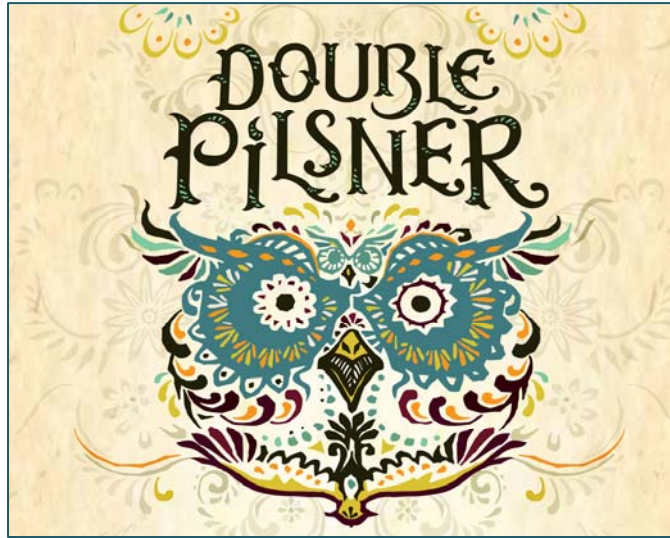


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Double Pilsner Lands in April Odell Brewing releases old favorite in new package

Fort Collins, Colo. – On April 9, 2011 Odell Brewing will re-release its Double Pilsner, a former Single Batch Series beer. The long-time favorite will return for the summer season as part of the brewery's new line of 4 pack offerings.

“Double Pilsner is our brewers’ guilty pleasure,” said Head Brewer, Joe Mohrfeld. “We love brewing it for ourselves, but we also want to share it with our friends.”

Traditional Pilsners mask nothing, and Odell Brewing's Double Pilsner is a creative adaptation of the classic Bohemian Pilsner with a strong noble hop character that balances the rich Pilsen malt base. Delicate and refreshing, yet strong and assertive, Double Pilsner weighs in at 8.1% ABV and leaves the palate with a remarkably crisp finish.

Odell Brewing will celebrate the return of Double Pilsner in the brewery's Tap Room on April 9th and at select events during Colorado Beer Week. For more information on Colorado Beer Week events, please visit www.cobeerweek.com.

Founded in 1989, Odell Brewing was started by Doug Odell, his wife Wynne, and his sister Corkie. Twenty-one years later, the culture of family and collaboration still thrives fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted, innovative brews. In 2010 the brewery completed its fourth expansion, adding a wood-aging cellar, a 750 ml bottling line, and a 76 kilowatt photovoltaic system capable of providing 25% of the brewery's peak energy demand. As a regional craft brewery, Odell Brewing is committed to serving the communities in which it distributes by sourcing local raw materials, and through its charitable giving program known as Odell Outreach. Odell Brewing was recently named a “Top Company of 2010” by *ColoradoBiz Magazine* and is an award winning brewery, nationally and internationally: 2010 North American Beer Awards – gold medal for Woodcut No. 3. 2009 BrewNZ Awards – gold for 5 Barrel Pale Ale. 2008 World Beer Cup® – gold for IPA. 2007 Great American Beer Festival® – gold medal for IPA.

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