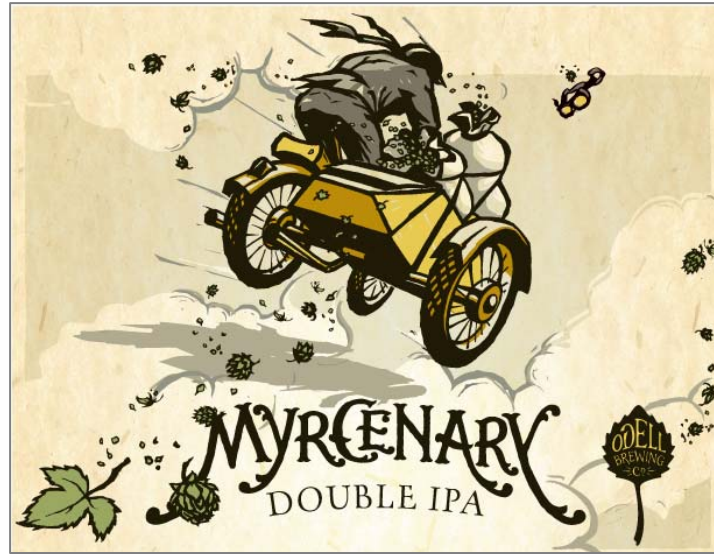


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Odell Brewing Deploys Myrcenary Double IPA Brewery Introduces New Four Pack

Fort Collins, Colo. – On February 26, 2011 Odell Brewing will unleash its Myrcenary Double IPA. The hoppy delight is a new year-round four pack offering.

Named for Myrcene, a component of the essential oils found in a hop flower, Myrcenary Double IPA is brewed with a blend of hops containing the highest levels of Myrcene. Nearly six pounds of seven different American hop varieties were used in each barrel. At 9.3% ABV, this double IPA prevails with a tropical citrus flavor, a pungent floral aroma, and a clean getaway.

Odell Brewing has partnered with Old Chicago's to feature Myrcenary, which will be on draft exclusively at most Old Chicago locations within the brewery's nine state distributor region beginning February 23rd.

"Our partnership with Old Chicago's started with our opening night in 1989," said Doug Odell, brewery founder. "They were our first account, and we're very excited that they will be featuring our newest creation."

Odell Brewing will celebrate the launch of Myrcenary Double IPA on February 26th from 4-6 pm in the brewery's Tap Room. Guests can enjoy samples of the beer as well as live music from The Band of Pirates.

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 39% 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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