



For Immediate Release

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KONA BREWING STEPS UP AS KEY SPONSOR OF THREE STANDUP FOR THE CURE DATES IN 2014

Hawaiian brewer increases its funding for SUP series as it launches new island style Castaway IPA to the mainland

Kailua-Kona, Hawaii (NASDAQ: BREW)...[Kona Brewing Company](http://www.konabrewingco.com) has announced it will sponsor three standup paddling events within the 2014 Standup for the Cure series which kicks off the 2014 season at Newport Dunes at Newport Beach, CA on May 3 from 9:00am to 3:00pm. The Hawaiian brewer, best known for flagship Longboard Island Lager and Big Wave Golden Ale, proudly supports a number of SUP events and athletes across the US, including Battle for the Paddle, the SUP Awards, Molokai to Oahu and includes pro riders Candice Appleby, Jenny Kalmbach, Jerry Bess and Andrew Logreco on its roster.

Kona Brewing has sponsored [Standup for the Cure](http://www.standupforthe.org) since the charity event began three years ago, last year having launched its new lighter and more eco-friendly custom bottle by hiring



Sand Guys to build a gigantic sand beer bottle sculpture that took five days to create (pictured left). Kona Brewing also sampled Kona brews at each sponsorship event in 2013, which it will do again in 2014 with its new Island-style Castaway IPA. Part of Kona's rotating Aloha Series, Castaway IPA has been a favorite on the islands for 14 years and will finally make its way to the mainland as of April 2014 in

12oz bottles and on draught in major Kona markets across the US. (Visit www.konabrewingco.com/find-beer to locate Castaway IPA nearest you). In a sea of new IPA offerings, Castaway IPA stands out as the only island-style IPA brewed with citrusy

hops, mango and passion fruit notes, and a clean refreshing finish. Like in Hawaii where Castaway IPA was born, the new IPA is being hailed as a truly a drinkable IPA that goes well under the sun and in and around water.

Standup for the Cure is the largest standup paddling event in the world, and this year it plans to raise \$125,000 for the Orange County Affiliate of Susan G. Komen at its kickoff event in Newport Beach. After the kickoff in Newport Beach, the venue travels to Boston, then Florida this year; two new additions for this year that will help bring in even more charity donations. The blowing of the Hawaiian "Pu" conch shell at 10 am will signify the Hawaiian Blessing of the breast cancer survivors and their loved ones, followed by the release of a flock of white doves, commemorating those lost to breast cancer.

"Because standup paddling began in Hawaii, the Kona sponsorship makes complete sense and since we've been there from the beginning, it's hard not to imagine being a bigger part of it," said Kona Brewing brand manager Aaron Marion. "Finding a cure for cancer is near to our hearts, and we look forward to spreading more aloha at this event for many years to come."

About Kona Brewing

Kona Brewing Company was started in the spring of 1994 by father and son team Cameron Healy and Spoon Khalsa, who had a dream to create fresh, local island brews made with spirit, passion and quality. Best known for Longboard Island Lager and Big Wave Golden Ale, Kona Brewing is a Hawaii-born and Hawaii-based craft brewery that prides itself on brewing the freshest beer of exceptional quality, closest to market. This helps to minimize its carbon footprint by reducing shipping of raw materials, finished beer and wasteful packaging materials. The brewery is Hawaii's first and largest craft brewer, headquartered where it began, in Kailua-Kona on Hawaii's Big Island. For more information call 808-334-BREW or www.KonaBrewingCo.com.

About SUP for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Komen Orange County Affiliate is a nonprofit 501(c)(3) public charity that operates under the charter of the international organization headquartered in Dallas, Texas. 1 in 8 women are touched by breast cancer and early detection is critical. Every \$125 donated to Susan G Komen OC enables a local woman to have this screening test and potentially save her life. For more information email info@standup-for-the-cure.org

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