



CAPITAL BREWERY

AMERICA'S #1
RATED BREWERY

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Capital Brewery Vows to Fight Anheuser-Busch in Trademark Challenge

MIDDLETON, Wisc. (June 27, 2007) – Pleased by the attention and amused by the inconvenience, Capital Brewery is vowing to defend itself from a trademark challenge leveled earlier this month by Anheuser-Busch. The multi-billion dollar company is concerned about Capital Brewery's attempt to trademark the phrase "America's #1 Rated Brewery," a phrase the regional brewery has been using since 1999.

"We are flattered, and yet puzzled, that a company the size of Anheuser-Busch would be so concerned about the distinctions of a regional brewery like ours," says Brewmaster Kirby Nelson. "That's what makes this whole challenge such nonsense. They can't claim that they are 'America's #1 Rated Brewery,' so they are going to make sure no one else does either."

Capital Brewery earned its distinction as "America's #1 Rated Brewery" in 1998 when it was listed in *All About Beer* magazine as one of the top 10 Breweries of the Year (March 1999). The magazine listed the 10 most successful breweries that submitted four or more beers to the Beverage Testing Institute (BTI) throughout the year. During that year alone, eight Capital Brewery beers scored very highly among 999 beers tasted within 60 different style categories from 27 countries. Capital Brewery ranked 7th overall with an average score of 90.6 and was the #1 rated U.S. Brewery. Breweries ranked 1st through 6th were highly regarded European breweries.

Since that time, Capital Brewery has included the phrase on its packaging, advertising, and on its Web site and merchandise. Whenever possible, Capital has attributed the statement to the 1998 BTI World Beer Championships.

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“We’re not trying to take anything away from other breweries, but we are proud of our accomplishments and our history of producing great beer. Our only goal was to share our success with our customers,” says Carl Nolen, President of Capital Brewery. “No matter the outcome, we will still use the phrase. It just won’t be trademarked,” he said, adding that this makes the challenge even more frivolous.

The challenge consists of several legal documents totaling more than 150 pages to which Capital Brewery must respond by July 2. A resolution is not expected for several months.

Capital Brewery Company, Inc. is a publicly-held company based in Middleton, Wisconsin. In addition to the new wheat ale, Capital Brewery brews seven annual, four seasonal and four limited release beers amounting to 17,000 barrels a year. For more information about Capital Brewery, visit capital-brewery.com or contact Monika Greenheck at (608) 836-7100.

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INTERVIEW OPPORTUNITIES AVAILABLE:

Brewmaster Kirby Nelson

Carl Nolen, Capital Brewery’s President