

Russell Brewing Releases Blood Alley Bitter as part of Brewmaster Series

Blood Alley Bitter named after notorious cobblestone laneway in Vancouver's Gastown district

FOR IMMEDIATE RELEASE

VANCOUVER, Canada - January 10, 2011 - Russell Brewing Company, a producer of premium ales and lagers in Western Canada, releases Blood Alley Bitter, the most recent beer in the Russell Brewmaster Series. Blood Alley Bitter is now available in British Columbia in kegs and 650ml bottles through private liquor stores and select pubs and restaurants.

Blood Alley Bitter is an Extra Special Bitter (ESB) style of beer named after a notorious cobblestone laneway in Vancouver's Gastown district. This well balanced beer has rich, robust roasted malt flavours and a crisp bitter finish.

"Blood Alley Bitter is part of the Russell Brewmaster Series which is a succession of small batch beers created for the beer connoisseur," said Andrew Harris, President, Russell Brewing Company. "These beers are made in limited, small-batch production runs using the highest quality ingredients. We're excited to launch this extra special bitter and look forward to continuing to deliver exceptional, high-quality beer to our customers."

Russell Beer's current Brewmaster Series line-up includes: Russell IP'eh! (India Pale Ale) and A Wee Angry Scotch Ale (which were both winners at the World Beer Cup 2010), Black Death Porter, Russell Marzen and now the new Blood Alley Bitter.

Russell Brewing Company is a premium small-batch brewery located in the Strawberry Hill area of Surrey, British Columbia specializing in brewing high-quality flavourful ales and lagers. Russell Brewing Company in British Columbia and the Fort Garry Brewing Company in Manitoba are wholly owned subsidiaries of Russell Breweries Inc. (TSX.V: RB).
www.russellbeer.com www.fortgarry.com

To view the photo accompanying this press release please visit the following link:
<http://www.marketwire.com/library/20110110-bottle800.jpg>

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