



NEWS RELEASE
TSX-V:RB

June 30, 2015

Russell adopts shareholder rights plan

VANCOUVER, BC – Russell Breweries Inc. (TSX-V:RB) (“Russell”, the “Company”, “we” or “our”) today announced that, in response to the unsolicited offer by Premier Diversified Holdings Inc. acknowledged in our press release issued on June 26, 2015 (the “Offer”), the Board of Directors of Russell has adopted a shareholder rights plan (the “Plan”). The purpose of the Plan is to provide the Company with sufficient time to properly consider the bid and its impact on the Company, to encourage fair treatment of the shareholders of the Company in connection with any unsolicited take-over bid for the Company, and to develop, consider and pursue all alternatives and to assist in determining the alternative which is in the best interest of the Company. The Plan is not intended to deter this or any bid.

We remind shareholders to take no action with respect to the Offer until such time as the Board can make a recommendation

The Plan is in effect. Shareholders must confirm the Plan at a meeting to be held within six months. The Plan is subject to approval of the TSX Venture Exchange.

The complete text of the Plan is available at www.sedar.com or upon request from the Company.

Russell’s shares trade on the TSX Venture Exchange (TSX-V:RB). The TSX-V has neither approved nor disapproved the form or content of this release.

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About Russell Breweries Inc.

Russell Breweries Inc. is a leading Western Canadian brewer. It brews, markets, sells and distributes a diverse portfolio of award winning beers that are produced by its wholly owned regional breweries: Russell

Brewing Company in British Columbia and Fort Garry Brewing Company in Manitoba. Both breweries are dedicated to producing high quality, flavourful ales and lagers. Russell Breweries Inc. is publicly listed on the TSX Venture Exchange (TSX-V:RB).

Forward Looking Statements

This release includes certain statements that are deemed forward looking statements or forward looking information within applicable Canadian securities laws. All statements in this release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statement or information. Forward looking statements and information are statements that are not historical facts and are generally, but not always, identified by the words expects, plans, anticipates, believes, intends, estimates, projects, potential and similar expressions, or that events or conditions will, would, may, could or should occur. Although the Company believes the expectations expressed in such forward looking statements and information are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in the forward looking statements. Factors that could cause the actual results to differ materially from those in forward looking statements include: success of the offer, the Board's consideration of alternatives, and the timing thereof. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward looking statements and information. Forward looking statements and information are based on the beliefs, estimates and opinions of the Company's management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward looking statements in the event that managements beliefs, estimates or opinions, or other factors, should change.