



The Shipyard Brewing Company

Portland, Maine

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THE SHIPYARD BREWING COMPANY AND MAINE ARTIST PAUL BLACK TEAM UP WITH THE PEOPLES BEACH TO BEACON 10K ROAD RACE FOR FUNDRAISING AUCTION: PRESS LUNCHEON - THURSDAY, MAY 23

PORTLAND, Maine -- (May 22, 2002) -- The press is invited to a luncheon at the Shipyard Brewing Company, 86 Newbury St., Portland, Maine on Thursday, May 23 at 11:30 for the announcement of a special auction to benefit the Opportunity Farm for Boys in New Gloucester, Maine. The Opportunity Farm is this year's Peoples Beach to Beacon "Shine the Light for Kids" charity.

The Shipyard Brewing Company will unveil the brilliant new packaging for their top-selling Shipyard IPA. This new packaging features original artwork of a hop farm in England by contemporary impressionist Paul Black, who has been painting the Maine landscape for more than 20 years. The new logo was designed by Portland, Maine advertising agency PKG Packaging, a division of CDM Communications.

To celebrate the package update for this customer favorite, Shipyard is partnering with the 5th Annual Peoples Beach to Beacon 10K Road Race to auction an original painting entitled "Tall Ships off Eastern Promenade" by Maine artist Paul Black as well as a trip for two this November to The Ringwood Brewery in Hampshire, England.

"When I learned that this year's Peoples Beach to Beacon charity was the Opportunity Farm for Boys, I wanted to develop a way for The Shipyard Brewing Company to raise additional funds for the Farm," noted Fred Forsley, president of The Shipyard Brewing Company. "I'm a native of Gray and this particular charity is important to me. We thought it was a great opportunity to expand the giving further into the community by offering an original oil painting by the Maine artist who developed the new artwork for our Shipyard IPA packaging as well as a trip to The Ringwood Brewery where our Master Brewer, UK native Alan Pugsley, apprenticed."

"Shipyard has been an enthusiastic supporter of our race since its inception 5 years ago," said Meg Dempsey, race organizer and director of public affairs at Peoples Heritage Bank. "We are delighted by their initiative to help raise additional money and awareness for The Opportunity Farm."

The auction will be held on The Shipyard Brewing Company's Web site (www.shipyard.com). Bidding begins Memorial Day and will close at midnight, August 1, with the funds raised to be announced the day of the race, Saturday, August 3rd. Minimum bid for Paul Black's painting "Tall

"Ships off Eastern Promenade" is \$1,000. Minimum bid for the trip for two to The Ringwood Brewery in November is \$500.

The Shipyard IPA is a single-hopped India pale ale that uses English malted barley, yeast from the famous Ringwood Brewery in Hampshire, England and exclusively Fuggles hops grown in England. "Shipyard IPA is a dry, crisp, hoppy ale with a delightful yet subtle Fuggles aroma," notes master brewer Alan Pugsley. "We have created a packaging that is worthy of this traditional English ale. The bright, new artwork makes a louder noise on the shelf yet remains true to the heritage of English IPA."

"The customers who love Fuggles hops have made this one of our top three sellers," says Bruce Forsley, director of sales and marketing for The Shipyard Brewing Company. "By accentuating the presence of the hops on the packaging and blending Paul Black's traditional English hop harvesting imagery with a shout-it-out-loud distinct red and yellow logo, the presence of this award-winning beer will be hard to miss on the shelf."

The Shipyard Brewing Company currently produces 10 different varieties of English style and seasonal beers.

Fred Forsley and Alan Pugsley originally founded Kennebunkport Brewing Company and Federal Jack's Restaurant and Brew Pub in 1992, and established The Shipyard Brewing Company in 1994.

More of Paul Black's artwork can be viewed at www.paulblack.com.

Additional information about the Peoples Beach to Beacon 10K Road Race can be found at www.beach2beacon.org.

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