



**LIFE IS
WHAT
YOU
POUR
INTO IT**

HAYWIRE'S GO-ANYWHERE SUMMER TOUR PYRAMID BREWERIES ANNOUNCES NEW LIMITED-RELEASE 16oz CAN

SEATTLE, WA – April 26, 2010 – The standard by which all other wheat beers are judged is making an informal summer tour beyond the tap and bottle. Pyramid Breweries introduces its gold medal Haywire Hefeweizen in a limited-release 16oz can.

Available from May – July, the new package offering presents a tower of refreshing wheat ale that's sized for a thirsty time of year. Versatile and easy to chill, the new Haywire can is perfect for warm weather adventures and gatherings where glass need not tread.

"A beer this good deserves to go anywhere," said Mike Brown, Commissioner of Inspiration and Aspiration for Pyramid Breweries. "Backcountry camping, paddling trips, music festivals, golf courses. Haywire in a can is ideal for all the places Pyramid drinkers celebrate summer's best in the company of great friends and great beer."

Haywire is a deliciously deranged American-Style Hefeweizen and an award-winning take on the Bavarian classic. This refreshingly unfiltered wheat ale delivers a distinctively smooth flavor worth sharing with friends. At the 2009 Great American Beer Festival – the largest national beer competition recognizing the most outstanding beers produced in the United States today – Pyramid's Haywire Hefeweizen was awarded the gold medal for best American-Style Wheat Beer with Yeast.

HAYWIRE HEFEWEIZEN

Availability:	May – July, 16oz can
Style:	Hefeweizen
Malts:	2-Row, Malted Wheat, Caramel
Hops:	Nugget and Liberty
ABV:	5.2%
IBU:	18

The 16oz Haywire is a tall can for a short season, and can be found exclusively in the Seattle and Southern California markets. Joining the vast line-up of ways to enjoy Haywire – on draft, in 12oz bottles (available in 6-packs, 12-packs, and in all Pyramid Variety packs) and 22oz bottles – Haywire cans will be available for sale in 4-packs at major retailers.

Please visit www.PyramidBrew.com, fan us on www.facebook.com/PyramidBrew, follow us on www.twitter.com/PyramidBrew, find us at www.PyramidBrew.com/GPS, or contact us at host@PyramidBrew.com for details.

About Pyramid Brewing Co.

Pyramid Brewing Co. is a leading brewer of specialty, full-flavored craft beers produced under the Pyramid family of ales and lagers. Pyramid beers continue to be honored by beer drinkers and judges having received 22 medals at the Great American Beer Festival (GABF), including a gold medal awarded to Haywire Hefeweizen in 2009 as well as the honor of Mid-size Brewery of the Year in 2008. The brewery has also been awarded seven medals in international competition at the World Beer Cup. With breweries in Seattle, WA, Portland, OR, and Berkeley, CA, the Company owns Alehouses at all three locations as well as two additional Pyramid Alehouses in Walnut Creek and Sacramento, CA.

Additional information about Pyramid Brewing Co. is available at PyramidBrew.com or by contacting Maggie Van Ness, Pyramid Brewing Co. Media Relations, press@pyramidbrew.com, 206.682.8322 ext. 254.