



*For Immediate Release*

*October 14, 2010*

***D.G.YUENGLING & SON, INC. SIGNS LETTER OF INTENT AND IS IN SERIOUS DISCUSSIONS FOR THE PURCHASE OF A MANUFACTURING FACILITY TO EXPAND SALES FOR YUENGLING BRANDS***

*POTTSVILLE, PA – Dick Yuengling, Jr., president and owner of D.G. Yuengling & Son, Inc., today announced the company has signed a letter of intent and is in serious discussions for the purchase of the Hardy Bottling Facility in Memphis, Tennessee, which will allow them to distribute Yuengling Lager, their flagship brand and Yuengling's much sought after portfolio of brands in select new markets in the United States.*

*“Our Yuengling brands have achieved loyal followings from New York to Florida with the committed sales support of our existing wholesalers,” said Dick Yuengling, Jr., president of Yuengling. “This acquisition will enhance our ability to grow our strong base while allowing us to take our portfolio of brands to new areas. The future of the Malt Beverage industry continues to provide a tremendous opportunity for our products, which continue to win new customers every day.”*

*The Yuengling brewery was founded in 1829 in Pottsville, PA, when David. G. Yuengling first aspired to open a new brewery. Over the next 181 years, through five generations of family ownership, Yuengling has grown to three manufacturing facilities and distributes brands regionally along the East Coast. The new facility will give Yuengling the opportunity to explore new territories for their brands while better servicing the growing needs and demands of its existing wholesaler network.*

*D.G. Yuengling & Son, Inc. remains committed to the communities of Pottsville, Pennsylvania and Tampa, Florida which will continue to be vital parts of the Yuengling family of breweries. The acquisition will add Memphis, Tennessee to our family where we plan to match and, hopefully, build on Carolyn Hardy's support of the Memphis Community.*

*"Dick Yuengling and his family have for years produced fine beers that have strong roots in Pennsylvania and along the East Coast," said David A. Casinelli, Chief Operating Officer of D. G. Yuengling and Son, Inc. "The Yuengling portfolio has significant potential beyond their regional reach, and our sales and marketing system, together with our network of wholesalers, will help build the brands among a new set of consumers who are eager to try Yuengling beers."*

*"This is truly a significant occasion for our industry and a unique and remarkable opportunity for America's Oldest Brewery," Yuengling, Jr. added. "We are fortunate to have the opportunity to make our brands available to customers in new territories, while continuing our tradition as an independent, family-owned and operated company."*

### **About D.G. Yuengling & Son, Inc.**

*Based in Pottsville, PA., D.G. Yuengling & Son, Inc., America's Oldest Brewery, is family owned and operated since 1829. Yuengling's portfolio of brands includes Traditional Lager, Light Lager, Premium, Premium Light, Black & Tan, Brewed Porter and Lord Chesterfield Ale. Currently, there are three manufacturing facilities, two in Pottsville, PA and one in Tampa, Fl. Yuengling distributes its brands regionally along the East Coast. For further information please contact David Casinelli, Chief Operating Officer at 570-622-0153 ext 130, email [dcasinelli@yuengling.com](mailto:dcasinelli@yuengling.com). Please visit our web-site at [www.yuengling.com](http://www.yuengling.com)*