

For Immediate Release

KŌLOA RUM WINS GOLD MEDAL AT LARGEST RUM EVENT IN THE WESTERN HEMISPHERE

MIAMI, Florida – May 27, 2010 – Kōloa Rum Company of Kauaʻi, Hawaii was recently awarded a Gold Medal for its *Kauaʻi Dark Rum* in the *Rum Renaissance Festival* held in Miami, Florida May 5-9, 2010. The Medal came in the ‘Dark Rum’ category of the competition, in which some 100 rums from around the world competed. The *Rum Renaissance Festival* (www.rumrenaissance.com) is the largest cane spirits event in the Western Hemisphere and one of the most prestigious. A panel of international rum experts gathered over a period of 2 days to conduct blind tastings and rigorous evaluations of Rum in 8 major categories and included notable Masters of Rum, Authors, Mixologists, Collectors, Journalists, Consultants, Lecturers and Cane Spirits Ambassadors from around the world. According to event officials, more than 1,900 people attended, with all having the opportunity to experience rums from around the globe and enjoy public and VIP tastings.

Kōloa Rum Company also celebrates having been included in the ‘American Artisan Rums’ booth at the Rum Renaissance, where it joined a select group of premium USA craft Rum Distilleries, reflecting the exploding growth of craft and artisan spirits in the USA. According to Paul Artrip, ‘The Rum Daddy’ (www.therumdaddy.com), and host of the American Artisan Rums booth, “America’s entrepreneurial spirit is ‘alive and kicking’ in artisan and micro distilleries across the country, and rum is leading the way. Rum was America’s first widely-produced spirit, and American ingenuity is fighting a slow economy to showcase USA know-how and creativity. Having Kōloa Rum Company win a Gold Medal in their first year of participation at the Rum Renaissance Festival is a tremendous recognition of their efforts and their people.”

Bob Gunter, President of Kōloa Rum Company, states “Having received multiple awards in two consecutive Rum Competitions is a tremendous honor and reflects the expertise, dedication, and hard work of our employees and their relentless efforts to produce premium products that consistently exceed our customer’s high expectations. The Rum Renaissance RumXP International Tasting is a rigorous and competitive event and this award is a validation of these efforts and the quality of the products we are producing here on Kauaʻi.” Gunter added, “We don’t intend to rest on our laurels and new products will soon be introduced, including Kauaʻi Spiced Rum and Ready-to-Drink Cocktails.”

Kōloa Rum Company has announced that Johnson Brothers of Hawaii has been selected as its exclusive Distributor for its rum and related products in Hawaii. With headquarters in St. Paul, Minnesota, Johnson Brothers Liquor Company (JBLC) distributes a wide range of wines and spirits in 12 states and 31 offices throughout the US, from Rhode Island to Hawaii. According to Gunter, “Johnson Brothers is truly an outstanding organization and our new partnership will ensure that our expanding portfolio of spirits products will have maximum visibility and be widely available throughout the state of Hawaii.”

The Company also now reports that Greg Schredder has resigned from the Company, to actively pursue other business interests, and that Robert Weist, John Stein, Rita Gregory, Christopher Wolf, and Michael Bacco have been elected to the Company’s Board of Directors, with Weist serving as Chairman and Stein as Corporate Secretary. In a recent announcement, Weist stated, “As a result of recent management changes, and the addition of Chris Wolf and Mike Bacco to our Board of Directors, Kōloa Rum Company has been strengthened measurably. I am confident that these strategic decisions will provide the structure and means necessary for the Company to realize its vision and commitment to build a world-class spirits company on the island of Kauaʻi”. To find out more about Kōloa Rum Company, please visit <http://www.koloarum.com>

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