



Hood River Distillers, Inc., Announces Official Partnership with Portland Trail Blazers
Oregon-based Pendleton Whisky aligns with local sports franchise

HOOD RIVER, ORE. (November 24, 2014) – [Hood River Distillers, Inc.](#), the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, announced today a new relationship between its premium whisky spirit, Pendleton Whisky, and the Portland Trail Blazers, a National Basketball Association team based in Portland, Ore. The official partnership – the first of its kind for the brand – grants whisky pouring rights to Pendleton Whisky in the Moda Center, the team’s home arena.

“We’re incredibly excited to announce our partnership with the Portland Trail Blazers,” said Jason Dyke, senior director of marketing at Hood River Distillers. “As one of two professional sports teams in the city, they have built and maintained a strong fan base – one that spans 45 years – and as a local company ourselves, we’re honored to expand our community presence with this well-known and well-respected franchise.”

“We’re thrilled to have Pendleton Whisky join our team of sponsors,” said Steve Scott, vice president of corporate partnership sales and service at the Portland Trail Blazers. “We believe the energy and loyal following of the Pendleton Whisky brand is a perfect match for the enthusiasm of our fans.”

As an official partner of the Portland Trail Blazers, Pendleton Whisky will receive the right to use the organization’s logo for promotional and point-of-purchase use.

The partnership will also include the grand opening of a new Pendleton Whisky branded lounge found at the west club level at the Moda Center, bringing a true Pendleton Whisky experience directly to attendees.

Sinfire Whisky, also distributed by Hood River Distillers, will be granted “Official Partner” status as well and will be the preferred cinnamon whisky at the Moda Center. The complete portfolio of Hood River Distillers products will also be available at select areas throughout the arena.

About Pendleton Whisky

Pendleton® Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon’s Mt. Hood and is known for its uncommonly smooth taste and rich, complex flavor. Pendleton Whisky is the official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton[®] Whisky, Pendleton[®] 1910 Rye Whisky, Broker's[®] London Dry Gin, SinFire[™] Cinnamon Whisky, Yazi[®] Ginger Vodka, ULLR[®] Nordic Libation, HRD[®] Vodka, Lucid[®] Absinthe Supérieure, and the complete line of Monarch[®] distilled spirits and the Clear Creek Distillery portfolio are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

About The Portland Trail Blazers

*Members of the National Basketball Association (NBA), the Portland Trail Blazers were founded in 1970 and purchased by Paul G. Allen in 1988. The team's rich heritage includes 30 playoff appearances, three trips to the NBA Finals, an NBA championship in 1977 and a commitment to community service and sustainability. With a corporate mission to **make it better** in the community, the Trail Blazers strive to help children and their families throughout Oregon and Southwest Washington live, learn and play. The Trail Blazers are the first and only professional sports franchise to receive the prestigious National Points of Light Award for excellence in corporate and community service. The Trail Blazers home arena, the Moda Center, became the first existing professional sports venue in the world to receive LEED Gold Certification. The team is also one of the founding members of the Green Sports Alliance. For more information, visit www.trailblazers.com.*

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