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FOR IMMEDIATE RELEASE

DRY FLY DISTILLING FINALIZES LEASE FOR SPOKANE MANUFACTURING FACILITY

Washington's first grain distillery since Prohibition to focus on artisan batch production

SPOKANE, WASH.—April 10, 2007—Spokane can soon lay claim to having the first grain distillery in Washington State since the days of prohibition. Dry Fly Distilling, Inc., established as a premium, small batch producer of vodka, gin, and whiskey, has secured the lease for its flagship manufacturing site, located at 1003 E. Trent, company founder Don Poffenroth announced today.

The 3,000-square-foot space is the former site occupied by local coffee roaster Craven's Coffee. The space will be equipped by distilling notable Christian Carl of Germany, with the express purpose to distill, rectify, bottle and barrel Dry Fly Distilling artisan products. Educational tours will be offered at the space once the facility is fully operational in July.

The company could have its first retail shipments ready as early as August. Among its most proximal retailers will be Northern Lights Brewing Co., located adjacent to Dry Fly's distillery. Northern Lights Brewing will also provide contract fermentation services for the company.

With less than 100 distilleries in domestic operation, Poffenroth, and co-founder Kent Fleischmann recognized an opportunity to create a locally owned, artisan distillery producing vodka, gin and whiskey. More controls and first-hand evaluation in the finished goods yield a premium product, they explained.

Dry Fly estimates it will sell 2,000 to 2,500 cases of vodka and gin (combined) in the first 12 months of production. Whiskey sales will commence after barrel aging is complete in late 2009. Initial annual capacity is estimated to be 5,000 12/750 ml cases, Fleischmann said.

Underscoring its Washington locality, incorporated into the products are ingredients such as Eastern Washington soft white winter wheat, Washington malted barley, great Spokane water and regional botanicals.

Poffenroth received training by distiller Christian Carl and Michigan State University. Fleischmann, who is relocating to Spokane from Minneapolis, and Poffenroth are slated for further training this summer with Christian Carl.

A Spokane native, Poffenroth explained the "Dry Fly" company name stemmed from his and Fleischmann's mutually shared passion for fly fishing. Both come from large corporate backgrounds and look forward to applying their experience to this intimately run lifestyle business.

Dedicated to superior product quality in the tradition of small production, artisan grain distilleries, Dry Fly Distilling aspires to become the preeminent Washington State manufacturer of small batch vodka, gin and whiskey.

Dry Fly Distilling was represented by Jim Orcutt of Tomlinson Black Commercial in its lease with MGD at GU, the building owners.

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