

For Immediate Release
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MAINE DISTILLERIES ANNOUNCES ADDITION TO MAINE AND NEW HAMPSHIRE DISTRIBUTION TEAM

Freeport, Maine – Bob Harkins, Managing Partner and Director of Sales and Marketing at Maine Distilleries (www.mainedistilleries.com) in Freeport, Maine, today announced that the company, the creator of super-premium Cold River Vodkas and Gin, has named Joe Swanson sales manager for its growing distribution operations in Maine and New Hampshire.

Swanson knows the products and background of Maine Distilleries intimately. Prior to his new position, the spirits pro worked as a distiller for five years at the expanding company, where he worked closely with Master Distiller, Chris Dowe, in crafting award-winning Cold River spirits. Swanson's new position will focus on sales both on- and off-premise, where he will work closely with bar professionals in Maine and New Hampshire restaurants to create a wide variety of new Cold River cocktails.

"Joe is a phenomenal distiller, and has a fundamental understanding of the Cold River brand from the ground up," said Bob Harkins. "He has an impeccable pallet and a great sense of mixology, and will be an incredibly useful resource to bartenders when brainstorming new recipe ideas."

Along with working in the field with bars, restaurants and hotels throughout Maine and New Hampshire, Swanson will also coordinate efforts with New Hampshire-based Crush Distributors to expand the Maine Distilleries presence throughout New England.

A Portland native and resident of New Gloucester, Swanson previously worked at Boston's Massachusetts Bay Brewing Company (Harpoon), and Allagash Brewing Company in Portland. An avid spirits aficionado, Swanson also is an accomplished musician, a student of philosophy, and a father of four.

About Maine Distilleries, LLC (www.mainedistilleries.com)

Founded in 2005, Maine Distilleries, located in Freeport, Maine, is the brainchild of four talented Maine entrepreneurs: Donnie Thibodeau, who owns Green Thumb Farms in Fryeburg, ME; his brother, Lee Thibodeau, a neurosurgeon in Portland, ME; Bob Harkins, a former Sunday River ski executive from Paris, ME; and Chris Dowe, Head Distiller, from New Gloucester, ME. Known for their distinct nose and satin-smooth finish, the company's gluten-free vodkas and gin are hand-crafted and batch-distilled in a copper pot still, using water from Maine's Cold River Aquifer and farm-fresh Maine potatoes.

Maine Distilleries, which produces solely Cold River Vodka, Cold River Blueberry Vodka, and Cold River Gin, is the only "ground-to-glass" distillery in the nation, where the company controls every aspect of production from the planting of the potatoes to final bottling. The company's award-winning Classic and Blueberry Vodkas currently are available at major markets, restaurants, and fine spirits retailers in 26 states, the District of Columbia, western Canada and London. Cold River Gin launched in August 2010 with a presence in seven northeast and southeast states, and the District of Columbia.

For more information, visit www.mainedistilleries.com or call (207) 865-4828.

To schedule an interview with Bob Harkins, Director of Sales and Marketing at Maine Distilleries, or Head Distiller Chris Dowe, contact Kate Luneburg at (207) 699-5500 or kate@frontburnerpr.com.

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