

For Immediate Release

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MOLSON STRIKES GOLD WITH NEW SPECIALTY BREW

North America's oldest brewer adds golden ale to Rickard's family of specialty beers

Vancouver, B.C. - Molson. Canada today announced the launch of Rickard's Gold, a new addition to the Rickard's line of premium, craft-brewed beers that honour the craft and tradition of the brewing process.

A full-flavoured, golden coloured ale, Rickard's Gold is brewed with the highest quality Canadian and imported malted barleys and choice Pacific Northwest aroma and bittering hops. Molson's prized strain of ale yeast, which was first brought to Canada more than 200 years ago by John Molson himself, lends the brew its rich, robust flavour. As with all Molson products, Rickard's Gold is naturally aged, without additives, for a unique taste experience.

"We created Rickard's Gold for beer drinkers who are looking for something a little out of the ordinary," said Craig Stephens, marketing manager, Rickard's. "It's a flavourful, easy drinking beer with a distinctive taste that we think will appeal to a wide cross-section of beer consumers."

Rickard's Gold signifies Molson's first step in expanding the Rickard's brand into an entire family of specialty beers, all brewed according to the traditions of Vancouver's original Capilano Brewery. Rickard's Red, the original Rickard's specialty beer, has been a Canadian favourite for more than 15 years.

"There's a lot of interest in beer, particularly premium craft-brewed beers, among Canadian consumers," added Stephens. "We're pleased to offer our beer drinkers a range of choices based on the various tastes and preferences across the country. Molson has a long history of making quality beers in Canada, and we're delighted to add another member to the family with the launch of Rickard's Gold."

Available Canada-wide, Rickard's Gold is brewed at four Molson breweries across the country, as well as in the Rickard's Brew Houses in Vancouver's General Motors Place and Toronto's Air Canada Centre. In B.C., Rickard's Gold will be available at retail in six-packs of bottles or cans and on tap in select restaurants and bars, including the Rickard's Brew House.

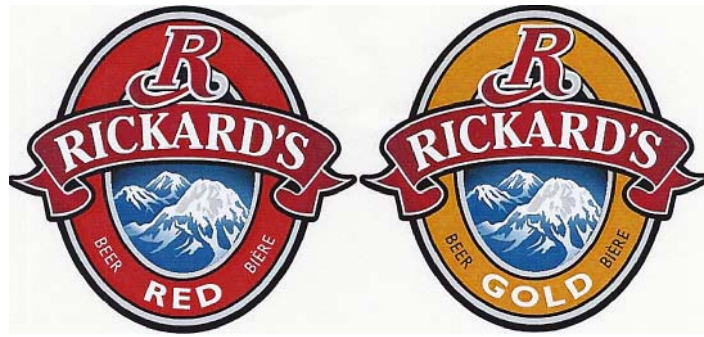
About Molson

Founded in 1786, Molson Canada is North America's oldest beer brand and a global brand name with products that include Molson Canadian, Molson Export, Molson Dry, Rickard's Red and the Brazilian beer brand, Bavaria.

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For more information, please contact:

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The Beer

Rickard's Gold

The newest member of the Rickard's family is Rickard's Gold, a full-flavoured, golden ale offering a truly special taste experience with a hoppy, dry finish. This unique brew begins with two premium quality malted barleys, including the specialty malt imported from the United Kingdom that gives Rickard's Gold its distinctive gold hue. Pacific Northwest aroma and bittering hops are added, along with Molson's prized ale yeast strain - first brought to Canada by John Molson over 200 years ago. As with all other Molson products, Rickard's Gold is naturally aged, without any additives, for a rich, robust flavour.

Rickard's Red

Rickard's Red is a rich, distinctive, red ale with a unique character, colour and flavour. Five different malted barleys are used to create the robust flavour and dark red hue that delivers the unique thirst-quenching taste of Rickard's Red. These rich malts are balanced in taste with brewer's caramel and a liberal amount of English style aroma hops. Pacific Northwest bittering hops are then added, along with Molson's prized ale yeast strain, to complete this very smooth and flavourful beer.

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For further information, please contact:

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The Team

Justin Vickaryous

Brewer, Rickard's Brew House

Justin Vickaryous was born in Kamloops, British Columbia and raised in Calgary, Alberta. His education includes a degree in Biochemistry from the University of Calgary, Masters in Brewing and Distilling from the prestigious Heriot-Watt University in Edinburgh, Scotland and numerous scholarships. Justin began his career in the brewing industry in Scotland, where he worked for two different malting companies before joining Molson as on-site brewer for the Rickard's Brew House.

Kerry Scarsbrook

Brewmaster and Director of Brewing, B. C.

Kerry Scarsbrook knows plenty about the fine art of brewing good beer - as you would expect from someone whose family has spent nearly a century in Canada's brewing industry. When he went to work at Carling O'Keefe's Winnipeg brewery in the early 1970s, Kerry proudly followed in the footsteps of his father and grandfather, who spent a combined total of 73 years as employees at the same facility. After completing his microbiology degree at the University of Manitoba in 1976 he joined Carling O'Keefe (which later merged with Molson Breweries). In 1988, after a long and arduous apprenticeship program, Kerry earned his Associate Brewmaster Degree from the prestigious Institute of Brewing, in London, England. Kerry became a full-fledged brewmaster in Calgary, Alberta in 1988 and two years later he transferred to a similar post at Molson's Regina, Saskatchewan brewery. He moved to the West Coast in 1997 and was appointed Brewmaster at Molson's Vancouver brewery. One year ago Kerry was appointed Director of Brewing for Molson in British Columbia.

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