

FOR IMMEDIATE RELEASE
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Breweries - From Pixels to Pints... Beer Lovers Always Get their Beer!



(Victoria, BC) According to the diary of a passenger on board the *Mayflower*, the pilgrims came ashore at Plymouth Rock rather than to sail on to Virginia as planned, not because they ran out of food, *but because they ran out of beer.*

It's true, beer lovers have always gone to great lengths to get their beer, which may be why TheBeerHomePage.com is catching on so fast with beer companies, brew pubs, beer festival planners and the beer lovers themselves.

TheBeerHomePage.com rents advertising space to breweries by the pixel. Breweries can rent any number of 40 X 40 pixel spaces to advertise their labels to the world. The pixel label blocks rent for \$.25 per pixel or US\$400 per block for 2 years. Yes, that is right 2 years of pixel marketing for \$400.00 US. When visitors click on a label, they link to the corresponding brewery or microbrewery website. The novel, pixel-based design offers prime advertising space for 625 different labels. The bottom row of the site has been reserved as free space for beer festivals, their logos and links.

"Visitors like the site because it's a fun and convenient way to learn about the best in beer —and breweries and microbreweries like the traffic volume this kind of site can generate for them," says Jon (the pixel beer master) of Excalibur Communications, the company that created TheBeerHomePage.com.

"TheBeerHomePage.com is a one-stop shop for beer lovers," adds Jon, who says pixel marketing is ideal for advertisers who are weary of banners that people don't click on.

So far, TheBeerHomePage.com has featured 19 breweries and labels, including Alaskan Brewing Co., Brauhaus Joh.Albrecht of Germany, Goose Island Beer Company of Chicago, Waimea Brewing of Hawaii, Wye Valley Brewery of England, and Anchor Steam of San Francisco.

The site features a beer tour, complete with Google satellite maps and directions to advertiser's breweries. The Excalibur beer team has built in a two-year traffic-generation program that includes a media release program, a monthly "Find the Pixel of Beer" contest, and an "I'm Really Thirsty" feature similar to Google's "I'm Feeling Lucky."

As for the Excalibur beer team, they are feeling lucky. "If you love beer," says Jon, "it's a safe bet you'll love TheBeerHomepage.com."

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