



NEWS RELEASE

Reference Book of the Year Will Have You Raising a Glass to Beer

***The Essential Reference of Domestic Brewers and Their Bottled Brands (3rd Edition)* wins coveted 2008 Benjamin Franklin Award**

ASBURY, N.J. (June 4, 2008) – MC Basset LLC is elated to announce that the Independent Book Publishers Association has awarded *The Essential Reference of Domestic Brewers and Their Bottled Brands (3rd Edition)* the coveted 2008 Benjamin Franklin Award™ in the Reference/Directory book category. The 2008 Benjamin Franklin Awards™ recognizes excellence in editorial and design for titles published in 2007. Published in August, *The Essential Reference of Domestic Brewers and Their Bottled Brands (3rd Edition)*, retails for \$60.00 and is a perfect gift for Father’s Day. (www.thebeerbible.com or 1-(800)-247-6553)

“With the popularity of beer, especially domestic craft beer on the rise, the timing for our book’s 3rd Edition could not have been any better,” stated Michael Kuderka, Managing Partner at MC Basset, LLC, “Our book is designed to do one thing, and that is to help more people discover, appreciate, and expand their love of beer”.

“Some have dubbed our book the ‘Bible of American Beer’ and I would have to agree,” continued Kuderka. “Between *The Essential Reference* book itself and the Online Companion that comes with our book, we offer beer information for over 440 U.S. brewers and over 3800 brands and the combination of the hardcover reference and the on line resource ensures that the information never goes out of date”.

With more than 574 pages, the 3rd Edition of *The Essential Reference* is the first, hardcover beer reference to index and detail all of the U.S. beer brewers and their marketed brands, with listings broken out alphabetically, by style, by geographic availability, by how each brand is supplied, and by individual brewer portfolios, it is an extremely efficient and complete reference.

“What makes the 3rd Edition stand out is that for the first time, it also includes SRM (color) and IBU (bitterness) information to give beer lovers a good idea of how many of the brews will look and taste,” said Michael Kuderka, who is the book’s creator and publisher, “and this makes it great for beer enthusiasts as well as beer retailer and distributors”.

“With the unofficial start of the beer season just around the corner, the book is a great beer travel guide. It is the perfect time of year to discover beer and uncover the summer’s favorite beer styles including Wheat Ales, Hefeweizens, Blonde Ales, Belgium Wit Beers, along with the traditional Lagers and Light Lagers”, advises Kuderka .

Each book includes a one-year subscription to the book’s Online Companion, which is updated monthly with any brand changes, launches and discontinuations. Orders can be placed by calling (800) 247-6553 or at www.thebeerbible.com

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About MC Basset, LLC:

MC Basset, LLC is the creator and publisher *The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB)*™ and the book’s *Online Companion*. The new 3rd Edition of the book is over 570 pages long and details over 400 US breweries and over 3000 of their brands. It is a frontline resource for actively selling beer. MC Basset, LLC is also the creator of Style Trends™, a complete beer selling system that begins with beer training, reinforces that beer training with monthly newsletters, and supercharges this beer training with on line tools and resources that help retailers proactively sell beer. www.mcbasset.com.

About The Benjamin Franklin Awards™:

The Benjamin Franklin Awards were developed in by the Independent Book Publishers Association, to recognize those publishers who produced excellent titles throughout the previous year.

Titles are judged for their overall editorial and design excellence. The judging pool is developed from industry professionals: acquisition librarians; bookstore buyers; wholesalers and distributors; reviewers; editors; designers and artists.

The Benjamin Franklin Award is given in a variety of specific genres, and these awards are open to all publishers. The 2008 Awards experienced more than 1,800 entries.

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