

STANDING STONE BREWING COMPANY

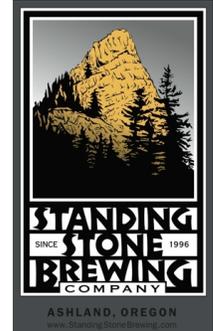
Standing Stone Brewing Co. Shifts Sustainability Into High Gear With Employee Bike Commuting Program Rollout

For Immediate Release: 8/24/009

Photo/video opportunity: 8/26/09, 9 am, Ashland Bicycle Works, 1632 Ashland St, Ashland, OR

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(Ashland, OR) Standing Stone Brewing Co. (SSBC), long dedicated to improving its environmental impact, is launching a program to give free commuter bikes to employees. This is part of the brewery's unique efforts to become carbon neutral, taking cars off the road to reduce fuel use and the greenhouse gas emissions associated with climate change.



The program will kick off Wednesday August 26th at 9 am, with a bike parade in Ashland, Oregon. This "happy hour for the planet" will begin at Ashland Bicycle Works at 1632 Ashland St., where the bikes were assembled, proceed to Siskiyou Ave and Lithia Way, and end at Standing Stone Brewing Co. at 101 Oak St.

The parade will feature the first 17 employees to take part in the Program's "RPM club," signifying the program's goals to: Reduce car trips to SSBC, Promote living and working in Ashland and Maintain an active lifestyle. Employees receiving the bikes must have worked at SSBC for at least 1,000 hours and must commit to bike commuting for 45 round trips within a year after receiving the bikes.

This is the latest addition to the restaurant-brewery's cutting-edge program to reduce its environmental footprint and create benefits for the local economy. SSBC is increasing its use of local and organic food, installed an automated Energy Management System and 4.2 kW of photovoltaic on its roof, implemented several energy conservation measures after a comprehensive audit and converted to compostable to-go containers, among other practices. SSBC also supports community sustainability, providing in-kind donations to diverse organizations and contributing a portion of sales to causes chosen by employees.

SSBC's commitment has not gone unnoticed. In 2007, it received the State of Oregon Sustainability Award, presented to select organizations demonstrating exemplary ecological practices. It is also a member of City of Ashland's green business program.

For standing Stone Brewing Co., the wheels of change continue to turn, with bigger goals ahead. "Our vision is to become carbon neutral, zero net energy and zero waste, and serve primarily locally-grown sustainable and organic food," says co-owner Danielle Amarotico. Co-owner Alex Amarotico adds, "We realize this is an ever-brewing challenge with many benefits and that really excites us. We're in this for the long term and want to be a model to engage others."

Note to media: Photos from bike assembly and kickoff ride available