



FOR IMMEDIATE RELEASE

Thursday, February 21, 2013

Kōloa Rum Company Names Bob Gunter Chief Executive Officer

Kalaheo, Hawaii – The Board of Directors of Kōloa Rum Company, Hawaii’s premier, award-winning spirits company, today announced the appointment of Robert M. “Bob” Gunter as President and CEO.

Mr. Gunter most recently served as KRC’s President, with full responsibility for all operations, including its subsidiary Hawaiian Fruit Specialties. Previously, as Chief Operations Officer, he was instrumental in designing, constructing, permitting and commissioning KRC’s primary production facility in Kalaheo, Kaua`i, initial product development, commencement of bottling operations and the opening of the Tasting Room & Company Store at Kilohana Plantation in Lihue, Kaua`i.

“Bob has consistently demonstrated his strong leadership and business acumen in driving our organization over the past five years,” said Robert Weist, Chairman and Board Member. “Bob possesses vast knowledge, deep understanding of our Company and an entrepreneurial spirit that will continue to have tremendous impact on our success going-forward.”

“Bob’s proven track record of accomplishment is based-on a solid foundation,” said Christopher Wolf, Board Member and former Acting CEO. “His experience, depth of industry knowledge and proven leadership ability are strong assets, and I am pleased that we are now able to fill this critically important and strategic role with such an extremely talented business leader”.

“I am pleased and honored to have the opportunity to continue building on the remarkable growth and success that has been achieved over the past five years,” said Gunter, President and CEO. “The innovation, entrepreneurship and dedication of our employees, combined with our strong portfolio of outstanding products, give me great confidence that the Company is on a winning path. Going-forward, we will continue to develop exciting new products, expand distribution and sales in local, domestic and international markets and establish strategic relationships and alliances needed to realize our full-potential”.

Prior to joining KRC in 2008, Mr. Gunter served as Operations Manager with Sandwich Islands Distilling Corporation and Vice President of Operations with Hawaiian Islands Spirits, Inc. in Maui, and previously on Kaua`i as Employee Relations Supervisor, AMFAC Sugar (Lihue Plantation) and Director of Human Resources, Citizen’s Utilities Company (Kaua`i Electric Division). Mr. Gunter has a BS in Business Administration and holds professional certification as Professional in Human Resources.

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PREMIUM HAWAIIAN RUM

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About Kōloa Rum Company

Kōloa Rum Company produces premium, artisanal, single-batch Hawaiian Rum at their distillery in Kalaheo, Kaua`i and operates Hawaii's first and only distilled spirits Tasting Room & Company Store on the grounds of Kilohana Plantation, near Lihue, Kaua`i. The Company's multiple award-winning portfolio includes Premium Kaua`i White, Gold, Dark, and Spice Rum in 750ml and 50ml miniatures, Kōloa Ready-to-Drink Mai Tai and Kōloa Rum Punch.

Kōloa Rum products are currently sold and distributed throughout the state of Hawaii, California, Nevada, Illinois, Minnesota, Georgia, Washington, DC, Alberta and British Columbia and shipping directly to licensed retailers in Washington. Special orders are also through State Liquor Boards in Idaho, Iowa, Montana, Oregon, Pennsylvania, Utah and Wyoming. For additional information about Kōloa Rum Company, please visit www.koloarum.com.

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Premium Hawaiian Rum

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