



FOR IMMEDIATE RELEASE

**Kōloa Rum Expands Partnership with Young's Market Company
as Exclusive Distributor in Hawai'i and Ten U.S. Markets**

Kalaheo, Kaua'i, Hawai'i (May 6, 2015) – Kōloa Rum Company today announced that the company's full portfolio of artisanal, single-batch Hawaiian rum will be distributed by Young's Market Company throughout the Hawaiian Islands beginning May 11, 2015. Kōloa Rum Company's partnership with Young's Market Company in Hawai'i is the next phase in an expanded agreement naming Young's as the brand's exclusive distributor in ten U.S. markets.

Currently, Young's distributes Kōloa Rum products in California and Arizona. Within the next few months, Young's will launch the authentic Hawaiian rum in Alaska, Washington, Oregon, Idaho, Montana, Utah, and Wyoming.

Kōloa Rum Company's expanded agreement with Young's Market Company includes representation of the full Kōloa Rum portfolio, including Kaua'i White, Gold, Dark, Spice and Coconut Rum and Kōloa Ready-to-Drink Mai Tai and Rum Punch cocktails.

Bob Gunter, President and CEO, Kōloa Rum Company, said: "Young's Market Company is an outstanding company that has consistently delivered exceptional value and service to Kōloa Rum in California and Arizona over the past several years. Expanding our partnership with Young's in Hawai'i and throughout their 10-state distribution footprint is a natural evolution in the ongoing growth and development of our brand. Our partnership with Young's personifies the high degree of trust and confidence that we have in the leadership and capabilities of this dynamic organization."

Regarding the expanded distribution partnership, Rick Gillis, President, Young's Market Company, said: "Young's Market Company is proud to distribute Kōloa Rum to the brand's home state of Hawai'i and we are excited to expand the geography of our partnership to ten U.S. markets."

Philana Bouvier, EVP General Manager, Young's Market Company, Hawai'i, added: "The Kōloa Rum brand is an award-winning premium local rum that visitors from all over the world recognize and love. Young's Market Company is well-positioned to take this brand to the next level for all channels of distribution. We are excited that Kōloa Rum Company has extended its distribution agreement with Young's across ten western U.S. states."

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About Kōloa Rum Company

Kōloa Rum Company produces artisanal, single-batch Hawaiian Rum and ready-to-drink cocktails at its distillery in Kalaheo, Kaua`i and operates Kaua`i's first and only distilled spirits Tasting Room & Company Store on the grounds of Kilohana Plantation, near Lihue. The Company's multiple award-winning portfolio includes its premium Kaua`i White, Gold, Dark, Spice and Coconut Rum in 750ml and 50ml bottles and Kōloa Ready-to-Drink Mai Tai and Rum Punch cocktails. For more information about Kōloa Rum Company, please visit www.koloarum.com

About Young's Market Company

Founded in 1888, Young's Market Company is the premier distributor of fine wines, spirits and selected beverages in the western United States. With operations in Alaska, Arizona, California, Hawaii, Idaho, Montana, Oregon, Utah, Washington, and Wyoming, we are proud to represent industry-leading brands and supplier partners. Our best-in-class team of wine and spirits professionals represent a collection of unique life experiences, world views, and ideas all focused on our core values; Integrity, Family, Quality, and an Entrepreneurial Spirit. We are committed to adding value to our customers, providing exemplary professional representation of our suppliers, reaching the highest standards of respect for our employees, and supporting the communities we serve.

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