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**NEW TSINGTAO PURE DRAFT BOTTLED BEER SET FOR U.S. LAUNCH**

**CHICAGO** – April 2006 – After creating a buzz in China, Tsingtao Pure Draft bottled beer will enter the U.S. market this summer. Barton Beers and Monarch Import Company will introduce the new brand, which is already a proven winner with trendy, upscale consumers in China and is driving much of the volume and dollar growth for the Tsingtao Brewery in select cities in China, Tokyo, Seoul and Hong Kong.

Tsingtao Pure Draft is made using an exclusive Chill-Filtered brewing process, to create a non-pasteurized draft beer that offers a smooth, drinkable, light-tasting lager with a well-balanced taste and clean finish. It is brewed with high-quality imported hops, fine hand-selected barley, and pure spring water from China's Laoshan Mountains.

Tsingtao Pure Draft will be available in 11.2 oz. and 21.6 oz. bottles beginning in summer. The stylish bottles feature modern, edgy labels designed to highlight Asian intrigue, power and mystique. An array of POS materials including candle votives, satin banners and display merchandisers will be available.

"Tsingtao Pure Draft is a hot brand in China with the trendy, upscale market in many key urban markets," said Fred Graefenhain, Vice President of Marketing for Tsingtao. "We are looking forward to the addition of this new brand to the Tsingtao family and are confident this package will deliver long term, incremental volume growth for Tsingtao."

Tsingtao Beer, the number-one imported Chinese beer in the United States, is brewed and bottled by the Tsingtao Brewery in China. Monarch Import Company (Barton Beers) is the exclusive importer of Tsingtao Beer in the United States.

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