



Cole & Weber United tapped to handle multicultural marketing for Pabst brands



08/16/2006

Cole & Weber United announced today that it has been chosen as agency of record for Pabst Brewing Company's multicultural brands, beginning with Colt 45. The Seattle agency was awarded the work after creating a successful integrated campaign entitled "Remember Rainier" for the company's Rainier brand that include a ½-hour television program and a short film.

"Being new to the company, I was intrigued with Cole & Weber United's innovative approach after reviewing the work they did for Rainier. They were able to reinvigorate the brand and get people in the Northwest excited about the beer again," said Brad Hittle, Chief Marketing Officer at Pabst Brewing Company. "We're confident they will inject similar energy into our multicultural brands."

Cole & Weber was selected as one of the company's strategic agency partners focused on multicultural marketing and has been tasked with creating campaigns that attract new consumers to the brewer's stable of well-known brands. The agency will be developing an integrated campaign that includes advertising, events and non-traditional marketing to break in 2007.

"This is a great win for us because these brands have such rich histories and there are opportunities for our new executive creative director, Todd Grant, and his team to do some cutting edge work," Cole & Weber United co-president Mike Doherty said.

ABOUT PABST

The Pabst Brewing Company is the fourth largest brewer in the U.S. and has over 160 years of rich brewing heritage. The Pabst Brewing Company portfolio includes brands such as Pabst Blue Ribbon, Old Milwaukee, Colt 45, Schlitz, Old Style and Lone Star. For more information visit: www.pabst.com.

ABOUT COLE & WEBER UNITED

Cole & Weber United is a full-service marketing agency known for creating innovative campaigns that go beyond traditional advertising to solve business problems. Since its founding in 1931, the agency has established a reputation for producing insightful, creatively disruptive, award-winning work. Seattle-based Cole & Weber United is a member of WPP's Voluntarily United Group of Creative Agencies, a global network of communications entrepreneurs.

