



FOR IMMEDIATE RELEASE: NO KILL DATE

Rogue beats up... on Rogue

NEWPORT, OR, November 7, 2008 – **Rogue's Double Dead Guy bottle and Rogue Farms hat are losers.**

At least that's what the judges at the **24th Annual Beverage Dynamics Advertising and Promotions Awards** say. The judges say the Double Dead Guy bottle is not the best new product package for 2008. But that honor also eluded Miller Brewing, Coca-Cola and Bacardi Rum. And the Rogue Farms hat is not this year's best branded wearable. Neither are the latest duds from Jack Daniels, Southern Comfort nor The Dalmore Scotch.

So who made Rogue, Jack Daniels, Coca Cola, Miller and Bacardi look second-rate?

NEWPORT TUXEDO AND IMPERIAL PORTER: 1ST PLACE

Rogue's XS Imperial Porter bottle and the Rogue Newport Tuxedo flannel shirt. That's who.

Rogue finished 1-2 in both the New Product Packaging and Branded Wearables categories on its way to winning six awards in the annual competition that honors the most innovating advertising and merchandising programs in the beverage industry.



The Rogue Nation banner took third in the Banner/Streamer category and the Hop Farm press release took third in the Press Release Single Event category.

At the Beverage World Global Packaging Design Awards Rogue's I2PA ceramic bottle claimed a gold medal, competing against the likes of 7-Up, Absolut Vodka and Boston Beer Co.



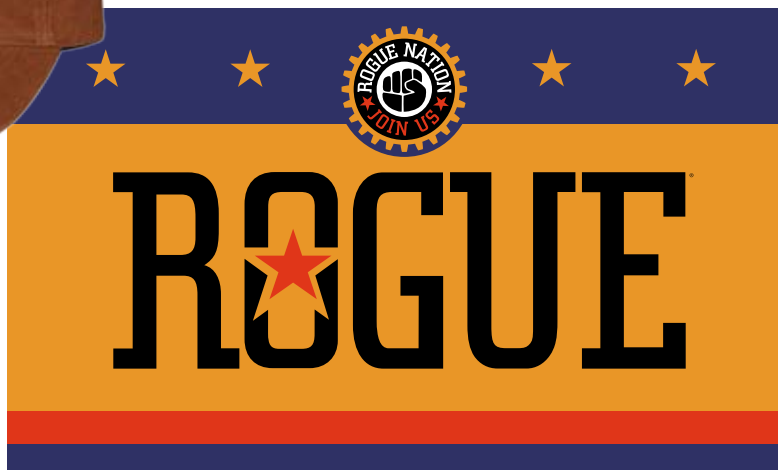
This is the seventh straight year Rogue has gone head-to-head with the likes of Jim Beam, Starbucks and Bacardi and come away on top. Rogue has amassed 26 Beverage Dynamics awards and two Beverage World Global Packaging golds.



Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America's first 50 microbreweries. Rogue has 550+ awards for taste and quality and is available nationally and in 20 countries.

LOSERS TO:

Rogue XS Imperial Porter bottle
Rogue Flannel (Newport Tuxedo)



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Rogue Nation Grows its Own

NEWPORT, OR, Nov. 06, 2008 Rogue Ales is pleased to announce that the Rogue Nation's Department of Agriculture has entered into a strategic alliance with the Oregon Hop Growers' and Cultural Society.

The Rogue Hop Farm is on the Willamette River, north of Independence, Oregon on the former John Ross Alford Hop Farm. Four acres are now being planted on 22 acres with an initial harvest in 2009. The four varieties are: Chin, Sterling, Mission, and Centennial. The hops will be processed and baled on the farm.

In 2009 Rogue will create an all Oregon product using Oregon hops and malt from their farms, yeast from Woodhill in Hood River, and Oregon Free Range Casked Malt, in commemoration of Oregon's 120th birthday.

In 2008 a fresh hop beer will be available from the farm. The Rogue Nation Public Services will issue a commemorative long neck bottle for the occasion.

For more information call 503.227.3761.

We are proud to join with Oregon Farmers who provide the essential ingredients for Oregon's thriving fermentation economy.

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AN EMERGING HOP VINE AT THE ROGUE HOP FARM.

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