

FOR IMMEDIATE RELEASE

January 8, 2002

Contact: Will Hamill, Uinta Brewing Company- (801) 467-0909

Sarah Wright, Utah Wind Power Campaign, Land and Water Fund of the Rockies- (801) 673-7156

Kimball Hansen, Utah Power- (801) 220-2340

Lisa Romney, Office of the Mayor- (801) 535-7939

**Uinta Brewing Company Announces New State-of-the-Art
Brewing Facility Is Powered by 100% Wind Power**

Wind Power Purchase Applauded by Mayor Rocky Anderson, State Energy Office

SALT LAKE CITY – Uinta Brewing Company announced the opening of its new state-of-the-art brewery and the Uinta Brewhouse Pub at a press conference today. The brewery is the first in Utah to be run on 100% pollution-free wind power from Utah Power’s Blue Sky Program.

Salt Lake City Mayor Rocky Anderson commended Uinta, stating, “Salt Lake City Corporation is behind green power purchases and is thrilled with Uinta Brewing Company’s commitment to run entirely on wind-generated electricity. Their purchase is in alignment with our ‘Salt Lake City Green’ program.”

“Utah Power launched the Blue Sky Wind Power program in 2000 to give our customers a choice in how their energy is produced and to allow them to participate in creating a demand for renewable energy resources,” said Bill Landels, Utah Power executive vice president. “We congratulate Uinta Brewing Company on their commitment to the environment through participating in Blue Sky.”

Uinta Brewing Company, named after Utah’s highest mountain range, was established in 1993. Will Hamill is the President and founder of Uinta Brewing Company. His passion for brewing quality beer quickly attracted others to join the successful team. Uinta has brewed many award-winning beers, including the Cutthroat Pale Ale and the Kings Peak Porter, utilizing its cutting edge technologies and innovative recipes.

Inspired by Utah’s rich landscape in naming their beers, the company extends this inspiration to include a mindful respect of the environment in their business practices. “Uinta Brewing Company is committed to the environment and our local community. We donate to community organizations and recycle everything we can,” says Hamill. “Running our new brewery and pub on 100% wind-generated electricity is the next logical step. We hope to encourage other local business to do the same by demonstrating that running a successful business and protecting the environment go hand-in-hand.”

In addition to Uinta’s wind power purchase, the brewery strives to conserve energy and resources through its energy efficient design. “The decision to run our new brewery using 100% wind power fits with our environmental convictions and our long-term strategy. Although wind power costs a little bit more, we feel that the environmental benefits outweigh the costs,” said Hamill. “Customers will likely be drawn to a product that is brewed by 100% wind power.” Hamill cited a Gallup poll conducted in November 2001 that showed 91% of Americans favor investments in clean energy sources such as wind, solar and fuel cells.

<http://www.gallup.com/poll/releases/pr011127.asp>

“Uinta Brewing Company is a model for the brewing world -- they are leading the way toward a clean, sustainable energy supply for Utahns,” said Sarah Wright, Coordinator of the Utah Wind Power Campaign for the Land and Water Fund of the Rockies. “When compared to traditional fossil fuel generated electricity, their purchase prevents the release of 357,120 pounds per year of carbon dioxide, one of the chief gases responsible for global warming. It is equivalent to not driving an automobile 348,400 miles per year or planting 71 acres of trees each year,” explained Wright. The Utah Wind Power Campaign is project of the Land and Water Fund of the Rockies, a non-profit environmental policy and law organization seeking to increase public awareness and use of pollution-free wind generated electricity.

For an information sheet on Uinta Brewing Company contact Will Hamill at (801) 467-0909.

About Blue Sky

The Blue Sky program provides customers the opportunity to buy renewable energy in 100-kilowatt block increments for an additional \$2.95 per block per month on their electricity bills. In 2001 the Blue Sky program stepped up from tenth to seventh on the U.S. Department of Energy’s top ten list of utility green pricing programs. **For more information or to sign up for Blue Sky, call 1-800-842-8458, e-mail bluesky@pacificorp.com or call the Utah Wind Power Campaign (801) 673-7156 or visit their web site at www.utahgreenpower.org.**

###