

For Immediate Release -

**Cricket Hill, Jersey's True Brew, Introduces "Reverend Rick" to Beer Lovers
Throughout The Garden State and Beyond**

– *Retail and Print Campaign developed by Punch of Fives LLC shows the brand's
"Insane Dedication to Quality" -*

Montville, NJ (March 5, 2009) – Brewing the perfect beer for true connoisseurs takes more than just barley, hops, yeast and water. For the Fairfield, New Jersey-based Cricket Hill brewery and its co-owner Rick Reed, it takes an "insane dedication to quality." Or, at least that's what Mr. Reed believes.

"Look, I believe that you should taste what you drink," he begins. "All this talk about Rocky Mountain water, 'born on' dates, labels that turn blue, talking lizards. That's a bunch of (hooey.)" He adds that it all comes down to the best ingredients, a passion for what you do and – his secret ingredient – an insane dedication quality.

And that's just what Mr. Reed's advertising agency – Punch of Fives LLC - focused on when developing Cricket Hill's point-of-sale and print advertising campaign. "The guy's a maniac, and we mean that in a good way," explains Punch of Five's Chief Engagement Officer, Mark Rowe.

"We first came across Rick and the Cricket Hill brand on YouTube. He was preaching a sermon on the evils of Big Beer brands and how they've essentially watered-down (no pun intended) what great beer should taste. We knew right away, he was a client we wanted to work with."

And so "Reverend Rick" was born. "We wanted to capture the essence of the brand, the passion that went into making this incredible family of beers," Rowe explained. "Fortunately for us, we didn't have to look any farther than the man who owned the company."

After agreeing to become the face of the Cricket Hill brand, Punch of Fives went about designing a campaign that would put the brand front and center at retail. “You can have the biggest ad budget in the world, but when it comes right down to it – especially to craft beer lovers walking into their favorite pub or liquor store – the impression a brand can make just before purchase (or at the “last three feet,” as Rowe puts it) can make all the difference.

And this campaign should certainly make a difference. It shows Reverend Rick preaching the gospel of quality and dedication via his Beer Commandments. For example, Cricket Hill’s Beer Commandment #3 – “Why just wet your whistle when you can satisfy your soul?”

The campaign will accompany Cricket Hill’s expansion beyond its Northern New Jersey base as its distribution grows to include Long Island and Northern Ohio in coming weeks. At this pace, “Reverend” Reed expects his gospel to spread as far and wide, extolling his (only slightly) exaggerated claim of Cricket Hill brewing, “The Finest Beers on the Planet Earth.”

About Punch of Fives

Punch of Fives LLC, a scrappy little division of SGW Integrated Marketing Communications, is an independent marketing and creative services company located in Montville, New Jersey.

Custom-crafted marketing and creative solutions are at the heart of what Punch of Fives offers its client partners. Their full-service and à la carte offerings include creative development & production, media, research, interactive and web services, public relations, promotion and design.

For more information visit www.PunchOfFives.com and www.CricketHillBrewing.com

To watch the Cricket Hill YouTube rant go to <http://www.youtube.com/watch?v=91DH4lNpniE>

