



30 October 2007

Gage Roads Brewing Co Appoints CEO

As part of its succession plan, Gage Roads Brewing Co announces that Nick Hayler has been appointed as Chief Executive Officer of the Company. He will start in the new position effective immediately, following the retirement of Managing Director Peter Nolin.

Nick Hayler joined Gage Roads 14 months ago as National Marketing Manager and in that time has been responsible for driving a new marketing direction, strategic planning and the cultural development of the business. Under his marketing leadership Gage Roads was recognised as Western Australia's "Top Emerging Brand" for FY 2007 during which the Company also enjoyed a 115% growth in carton sales.

Nick holds a Bachelor of Business with a Marketing Major. Prior to joining Gage Roads Nick was employed by Coca Cola Amatil for 12 years working at both State and National levels, recently managing their enormous and profitable Hotel, Café and Restaurant Channel. Nick's extensive experience in strategic planning and management, and his open communication style provide him with the unique skill sets required to lead Gage Roads both internally and in a public company environment.

Nick welcomes the opportunities and challenges afforded by the role and looks forward to meeting and discussing with shareholders his vision for the Company at the forthcoming Annual General Meeting.

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For further information please contact:

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