



Media Release

HOPE Volleyball BeachFest Lands Top Draught Pick

Heritage Brewer Joins Forces with Grass Roots Charity

Ottawa, Canada – April 24, 2003 HOPE and Sleeman Breweries Ltd. have just announced the brewery's partnership with the 2003 Catena Networks HOPE Volleyball BeachFest. With team registration set to begin April 25th, participants are eager to know who will help them stay cool at the beach on a hot summer day. This year's event takes place Saturday, July 12, at its regular home at Mooney's Bay, Ottawa.

As the largest event of its kind, the annual HOPE Volleyball BeachFest serves nearly 100 000 cans of beer and just as many volleyballs in a single day. Since both organizations rely on their community heritage and grassroots support, the match between HOPE and Sleeman Breweries is a good fit.

"We're thrilled to be a major sponsor of the HOPE Volleyball BeachFest," says John Sleeman, Chairman and CEO of Sleeman Breweries Ltd. "and proud to be affiliated with a grassroots organization with such a long standing tradition in the Ottawa area".

"HOPE is very proud and pleased to welcome Sleeman Breweries into its family of valued sponsors", says HOPE Executive Director Howard Esbin. "This is a great match. Sleeman's quality, service, and commitment to the community is well known throughout Canada".

Sleeman Breweries and the HOPE Volleyball BeachFest find common cause in the charities they support as well. In 2001, John Sleeman acted as Honorary Spokesperson for his local Alzheimer's Society Chapter. This year, the Alzheimer's Society is one of seven local charities supported by HOPE. The other six include: The Aids Committee of Ottawa, Children's Wish Foundation, Canadian Cystic Fibrosis Foundation, The Ottawa Hospital Foundation, Nelson House of Ottawa-Carleton, Canadian Red Cross and St.Mary's Home.

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About HOPE

HOPE is a volunteer-driven, not-profit organization that produces community fundraising events to support local charities. HOPE is best known for its annual beach volleyball tournament held at Mooney's Bay. With 1000 teams competing, "HOPE Volleyball BeachFest" is the world's largest beach volleyball tournament and has become synonymous with summer fun for Ottawa area residents. Each year some 30 000 people participate as players, volunteers and spectators.

The 2003 Catena Networks HOPE Volleyball BeachFest is scheduled for Saturday, July 12, at Mooney's Bay Beach in Ottawa and benefits eight local charities: The Aids Committee of Ottawa, Alzheimer Society, Children's Wish Foundation, Canadian Cystic Fibrosis Foundation, The Ottawa Hospital Foundation, Nelson House of Ottawa-Carleton, Canadian Red Cross and St.Mary's Home.

About Sleeman Breweries Ltd.

Sleeman Breweries Ltd. is the leading brewer and distributor of premium beer in Canada and the third largest brewing company nation-wide. The Company has supplemented its core Sleeman brands, which are available in every province, with a family of exceptional regional brands. These include Okanagan Spring and Shaftebury in British Columbia and Alberta, Upper Canada in Ontario, Seigneuriale in Quebec and MacLays in Atlantic Canada. Sleeman entered the rapidly growing value price segment in 1999 by acquiring the Stroh portfolio of brands in Canada. The company markets and distributes world-class imported products such as Grolsch, Samuel Adams, Scottish & Newcastle, Pilsner Urquell and Strongbow Cider, and provides contract production for Japan's Sapporo products in the United States. Sleeman is also available in selected U.S. and British markets. Please visit our website at www.ale-sleeman.com

-30-

For more information, please contact:

HOPE

KNOCK ON WOOD

COMMUNICATIONS & EVENTS

Tel. (613) 236-8452

Fax (613) 233-4308

Email: media@hopehelps.com

www.hopehelps.com.

Sleeman Brewing and Malting Co.

Bill Lisowsky

Tel: 1.800.268.8537 X 437

Email: blisowsky@sleeman.ca

www.ale-sleeman.com.