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THE CHIVE, REDHOOK BREWERY PARTNER TO LAUNCH KCCO BLACK LAGER

*New Brew to Debut This Fall in Nine Major US Cities with National
Distribution Slated for 2014*

VENICE, CA – July 30, 2013 - Resignation Brewery, an extension of multi-faceted entertainment and digital media company, Resignation Media (theCHIVE.com, theCHIVERY.com), announced today it has partnered with Redhook Brewery to launch **KCCO Black Lager**. The brew will roll out this fall in New York City, Boston, Washington DC, Chicago, Dallas, Austin, Seattle, San Francisco, and Los Angeles.

KCCO Black Lager was originally created as a home brew at Resignation Media's Venice, CA headquarters to be shared with coworkers, friends and fans of theCHIVE.com. As demand for the black lager grew, Resignation Brewery was established and local brew masters, The Beer Chicks, were tapped to refine the recipe. Now, Resignation Brewery has joined forces with Redhook Brewery to brew and distribute the beer.

"We wanted to partner with a quality brewer who shared the same values and mind set as our company," said Joe Michaels, president of Resignation Brewery. "For over 30 years, Redhook Brewery has established itself as not only one of the nation's finest breweries, but one that resonates with our fan base. We are extremely proud to share our recipe with them."

KCCO Black Lager is deep charcoal in color, with mild notes of coffee and dark chocolate, a hint of smoke, and a clean, dry finish. At just 5.1% ABV and 22 IBU, KCCO Black lager features big flavor without the high alcohol punch. Leo Resig, CEO of Resignation Media calls the beer "approachable and sessionable," noting "you can have more than a few without feeling like you drank your dinner."

"We are stoked The Chive selected Redhook Brewery to brew KCCO Black Lager," said Redhook Brand Manager, Karmen Olson. "Several Redhook employees are active members of the Chive community and the partnership is a natural fit. We both like to have a good time, we're both committed to our community, and we both enjoy drinking a great beer or three."

National distribution of KCCO Black Lager is slated for early 2014.

"As our company moves forward, one of the driving forces is to bring our online community offline and connect them in a social setting," said John Resig, President of Resignation Media.

“But KCCO Black Lager is not simply a beer for the Chive community. We hope this new lager will help introduce new people to our existing community, its culture, and generous spirit. KCCO Black Lager is a delicious misfit.”

About Resignation Media

Resignation Media was created in 2008 by brothers John and Leo Resig and consists of a family of websites including its flagship site, theCHIVE.com, as well as theBERRY.com, theTHROTTLE.com, theBRIGADE.com and the e-commerce site, TheChivery.com. In 2010, Resignation Media established Chive Charities, a non-profit pending organization which inspires theCHIVE’s online community to champion orphaned causes in need of public awareness and financial assistance. Upcoming initiatives include Resignation Brewery, which is currently set to debut later this year and Chive Films, which will be producing a feature film in Austin starting early 2014.

Twitter and Instagram: @theCHIVE

Facebook: www.facebook.com/theCHIVE

About Redhook

Redhook was born out of the energy and spirit of the early 80’s in the heart of Seattle. While the term didn’t exist at the time, Redhook became one of America’s first “craft” breweries. From a modest start in a former transmission shop in the Seattle neighborhood of Ballard, to the current breweries in Woodinville, WA and Portsmouth, NH, Redhook has become one of America’s most recognized craft breweries.

While Redhook has “grown up” over the past 30 years, one thing has never changed – Redhook is still brewing great beers like ESB, Long Hammer IPA, and Audible Ale. Most importantly, Redhook has fun doing it. Redhook beers are available both on draught and in bottles around the country. For more information, visit www.redhook.com.

Twitter and Instagram: @Redhook_Brewery

Facebook: www.facebook.com/RedhookAleBrewery

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