

News Release  
Big Rock Brewery Ltd. to acquire Bear Brewing Company Ltd.

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Big Rock Brewery Ltd (“Big Rock”) (NASDAQ:BEERF, TSX:BR) is pleased to announce that effective July 1, 2002, it will acquire all of the outstanding shares of Bear Brewing Company Ltd. (“Bear Brewing”) of Kamloops, British Columbia, a privately owned and operated brewery. A total of 100,000 common shares of Big Rock will be issued for this purchase.

Big Rock currently has a licensing agreement with Bear Brewing whereby Bear Brewing produces and Big Rock markets and distributes all the Bear Brewing, Whistler, and Bowen Island brands. The Whistler and Bowen Island brands are presently owned by Big Rock and include Bowen Island Bitter, Whistler Black Tusk and Whistler Export.

Big Rock also presently owns 50% of the shares, and has an option to acquire the remaining shares, of Bear View Developers Ltd, a company which owns the land and building currently used by Bear Brewing as its brewing facility. Concurrent with the purchase of Bear Brewing, Big Rock will exercise its option to acquire the remaining 50% of Bear View Developers Ltd.

Bear Brewing is an established craft brewer with three main brands - Black Bear Ale, Brown Bear Ale, and Polar Bear Lager. Bear Brewing also produces Joe Stiff’s Spiked Root Beer, a vodka based beverage, and the Brew Brothers portfolio of premium products.

Big Rock President Bob King said “Big Rock is pursuing its strategy of becoming a more significant player in the specialty beer market in British Columbia. Our acquisition of Bear Brewing demonstrates that we are confident that the innovative management team presently at Bear Brewing, and premium Bear products will complement Big Rock’s portfolio and help us achieve this goal”.

David Beardsell, the President of Bear Brewing, commented that “the marketing and distribution skills that Big Rock brings to the table will enable Bear Brewing to focus on what we do best...produce premium craft beers. Our smaller production runs will also allow research and development of new products and an opportunity for Bear Brewing to offer some truly great seasonal beers”.

Bear Brewing occupies a 10,300 sq ft facility built as a brewery in 1997 on 3 acres of land overlooking the City of Kamloops. The existing annual capacity is 20,000 HL, however, the facility can be expanded with modest capital investment. The Brewery is strategically located in Kamloops at the top of the Coquihalla Highway, a central distribution point to service the lower mainland and the interior of British Columbia.

Big Rock Brewery was founded in 1985 by Ed McNally, Chairman and CEO, as a craft brewery. The Company has grown from relative obscurity to one of North America’s

foremost regional brewers dedicated to producing premium specialty products. The Company, located in South East Calgary, operates one of the most modern brewing facilities in the world.

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