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2016

Hill Street Beverage Co. Announces Appointment of Craig Binkley to Advisory Board

Globally experienced beverage industry strategist to help guide company's US launch

Toronto, ON — 2016—Hill Street Beverage Co. announced today the appointment of Craig Binkley to its Advisory Board. Hill Street Beverage Co. is the world's only beverage company exclusively dedicated to non-alcoholic beer, wines and cocktails, and is the maker of MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft Beer.

"Craig brings an unparalleled amount of insight and expertise to our board. He is truly one of the most experienced brand builders and strategists in the global beverage industry," said Terry Donnelly, Chief Executive Officer at Hill Street Beverage Co. "Craig's insight and experience in the global beverage industry will help to ensure our award-winning products are positioned for success in the US market and beyond. Coupled with our recent partnership with Crispin Porter + Bogusky, we believe we are building the world's most talented team of experts to help guide our business as a world class beverage company."

Craig Binkley is currently President and CEO of Northstar Research Partners, a global marketing research firm and a partner agency of MDC Partners (NASDAQ:MDCA). Prior to joining Northstar, Craig was a founding member and Chief Consulting Officer of the Zyman Group where, at the world's pre-eminent beverage industry strategy consulting firm, he oversaw growth and marketing strategy development for both non-alcoholic and alcoholic

beverage projects across the US, Europe and Latin America. His beverage successes began during a successful career at The Coca-Cola Company, where he was Chief Marketing Officer of Coca-Cola Mexico after serving as Director of Global Marketing for diet Coke at The Coca-Cola Co., developing and launching the Coca-Cola Light/Coke Zero brand globally. He also developed a deep knowledge of the non-carbonated, non-alcoholic beverage business as Vice President at The Minute Maid Company, a division of The Coca-Cola Company.

“Hill Street’s products are truly setting the bar for taste and quality in one of the fastest growing segments of the global beverage industry,” said Binkley. “Their singular focus on alcohol-free beer, wine and cocktails has given them a real advantage in this market. Consumers are increasingly looking for products that not only offer low or zero alcohol, but also great taste – something that has been missing since the category was invented. Hill Street’s products simply taste delicious and meet these fast-growing consumer needs.”

Founded in 2008, Hill Street Beverage Co. is the world’s only company exclusively focused on alcohol free beer, wines and cocktails. The company offers a wide range of products including MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft beer. The company’s award-winning products have won the Retail Council of Canada’s Grand Prix, and numerous medals and accolades, including two Gold Medals, one Silver and one Bronze at the U.S. Open Beer Championships.

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For more information on MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft

Beer: www.hillstreetbevco.com