



— THE WORLD'S —
BEST TASTING
VIRGIN DRINKS

For Release Immediately
December 1, 2016

Hill Street Beverage Co. Announces Appointment of Terence Donnelly as Chief Executive Officer

Appointment prepares the company for US expansion in 2017

Toronto, ON — December 1, 2016—Hill Street Beverage Co. announced today the appointment of Terence Donnelly as Chief Executive Officer, effective immediately. 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.

“Terry brings tremendous experience in building and scaling businesses for global expansion,” said Brian Bolshin, President and Co-Founder at Hill Street Beverage Co. “We couldn't be more excited to have someone of his calibre take on the challenge of bringing our line of world class products to the global market.”

Immediate Positive Impact on Growth

Since joining the company, initially as a strategy and business development consultant in August, Terry's impact on the business is already being felt in all areas of the company. Hill Street has been recruiting recognized industry leaders to their advisory board, opening up new channels of distribution, and seeing positive uptake at retail in advance of the important holiday season.

“Our team is extremely excited by the new ideas and incredible opportunities for growth Terry has opened up for us,” said Glenn Broadley, Chief Operating Officer and Co-Founder of

Hill Street. “And because most of our products generate significant donations for important causes like Mothers Against Drunk Driving and Best Buddies, the impact of his addition will be felt across our entire community.”

Prior to joining Hill Street Beverage Co., Terry was the Canadian Chief Marketing Officer for MDC Partners (NASDAQ:MDCA) and was a key member of their global marketing and business development team. He has been a director of a number of public and private companies, with over thirty years experience in marketing, advertising, human resources and professional services industries. He has won numerous awards for brands and advertising during his career.

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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