



Inspired Brewing®

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Bell's beer available at Little Caesars Arena

COMSTOCK, Mich. – Bell's, Michigan's oldest craft brewery, today announced its beer is now available at various locations throughout the state-of-the-art Little Caesars Arena.

"We are very excited to work with another family-owned company and build upon the successful relationship we started at Joe Louis Arena," Laura Bell, CEO of Bell's Brewery, said.

"Being a part of something that is helping transform downtown Detroit means a great deal to us, especially coming from a family that embraces sports. This amazing entertainment destination will create so many great memories right in the heart of the Motor City for generations to come," she added.

"We look forward to continuing our partnership with Bell's, a company founded here in Michigan which has grown into a household name for craft beer drinkers nation-wide," said Tom Wilson, President and CEO of Olympia Entertainment. "This continued partnership furthers our goal of offering a tremendous number of food and beverage options – with many of them local – for sports and entertainment fans attending events at Little Caesars Arena."

Bell's Two Hearted Ale, a Bell's seasonal and a rotation of other Bell's fan favorites are available in cans and on tap throughout the arena. A Bell's concessions area, developed in partnership with the Red Wings, will also offer Bell's beer on the street level concourse near Portal 6.

ABOUT BELL'S BREWERY, INC.

Bell's Brewery, Inc. began in 1985 with a quest for better beer and a 15 gallon soup kettle. Since then, we've grown into a regional craft brewery that employs more than 500 people over a 31 state area, in addition to Puerto Rico and Washington DC. The dedication to brewing flavorful, unfiltered, quality craft beers that started in 1985 is still

with us today. We currently brew over 20 beers for distribution as well as many other small batch beers that are served at our pub in Kalamazoo, the Eccentric Cafe. Our ongoing goal is to brew thoughtfully, creatively and artistically. 100% family-owned and independent, we strive to bring an authentic and pleasant experience to all of our customers through our unique ales and lagers. For more information, please visit bellsbeer.com.

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