



**Take off, and get your own stubby, hoser!**

*Red Cap helps celebrate the two-four anniversary of McKenzie Brothers' Strange Brew with special limited-edition clear stubby collection*

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**TORONTO – May 15, 2007** – Canada's favourite hosers, Bob and Doug McKenzie are back. Bob and Doug are celebrating the two-four anniversary of their big screen debut, *Strange Brew*, with their favourite stubby, Red Cap Ale.

Every special occasion needs beer, so Red Cap has created a limited-edition range of six Bob and Doug collectible stubbies. While quantities last, in every 12 pack of Red Cap Stubbies, beer fans in Ontario will find one of the six anniversary edition CLEAR STUBBY bottles, showcasing Bob and Doug's finest hoser moments. Hoseheads across the province can join in the two-four anniversary celebration – hoser style - by buying (and drinking) enough Red Cap beer to amass the entire collection of clear stubbies to display next to the good china. The anniversary bottles will be available all summer long at your local Beer Store.

"I'm thrilled to have Canadian icons like Bob and Doug McKenzie appearing on the Red Cap stubby," said Jim Brickman, Executive Chairman and Founder of Brick Brewing Company Ltd, and the person almost singularly responsible for bringing back the stubby in Ontario. "I think Bob and Doug might be the only other guys who love the stubby as much as I do."

"It feels good to put on my toque and earmuffs and get in touch with my inner hoser again, after two decades," said Dave Thomas, who played Doug McKenzie. "I'm amazed at how popular Bob and Doug have remained. And I am happy that there is a Red Cap stubby with my name on it in Canada."

View Bob and Doug live at <http://www.youtube.com/watch?v=yIcxONzPvdo>, discussing the limited edition collectible stubbies.

The special Bob and Doug themed Red Cap stubbies with the twist-off caps are available the week leading into the May 19<sup>th</sup> long week-end at The Beer Store. Ya, that's right, the May TWO-FOUR week-end Eh!

**About Red Cap Ale and Brick Brewing Co.**

Red Cap Ale is a smooth tasting beer that was Canada's most popular beer in the 50s and 60s, owning almost half the market at one point. Brick Brewing Company Ltd bought the recipe rights to Red Cap in 1994, and re-introduced the brand in the popular stubby bottle in 2002.

Brick Brewing Co. Limited is Ontario's largest Canadian-owned and Canadian-based publicly held brewery. The Company is a regional brewer of award winning premium quality beers and is also a leading player in the fast-growing value beer segment. The Company, founded by Jim Brickman in 1984, was the first craft brewery to start up in Ontario, and is credited with pioneering the present day craft brewing renaissance in Canada. Brick has complemented its J. R. Brickman Founder's Series and Waterloo Dark premium craft beers with other popular brands such as Laker, Red Cap and Formosa Springs Draft. Brick trades on the TSX under the symbol BRB. Visit us at [www.brickbeer.com](http://www.brickbeer.com).

### **About Bob and Doug Mackenzie**

Bob and Doug McKenzie are Canada's favourite hosers, bar none. They were two stubby-swilling brothers who went on to become Canadian icons, putting toques, back bacon and beer on everybody's radar – and enshrining "Take off, eh" and "hoser" in the Canadian vernacular forever. Bob McKenzie was played by Rick Moranis, and Doug McKenzie by Dave Thomas.

Hoser fans can watch Bob & Doug's Two-Four Anniversary, a one-hour special slated to air on CBC the week of May 21, in which Rick Moranis and Dave Thomas reunite to play the beloved McKenzie Brothers after two decades.

-Take off, eh!-

Wanna talk to the PR hosers? Please contact:

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