



For Immediate Release

April 22, 2016

For More Information Contact:

John Goldasich 205-488-4384

**ARLINGTON ADVISES VICTORY BREWING COMPANY IN ITS LANDMARK ALLIANCE
WITH SOUTHERN TIER BREWING COMPANY**

Birmingham, AL – April 22, 2016 Arlington Capital Advisors, LLC, a boutique investment bank that specializes in advising closely-held consumer businesses, announced today that its principals acted as exclusive financial advisors to Victory Brewing Company in its partnership with Southern Tier Brewing Company. The two breweries have joined forces under parent company Artisanal Brewing Ventures, which is backed by Ulysses Management. As the first major transaction of 2016 within the rapidly evolving craft beer industry, this union presents a new model for craft beer partnerships by preserving brewery independence while pooling deep collective resources. The new strategic framework provides Victory with capital, security and vision for the future. Arlington’s principals acted as registered securities agents of M&A Securities Group, Inc. for the transaction.



"The craft beer community is at its most critical moment since its inception as larger brewing corporations have bought into our grassroots movement, irrevocably changing the marketplace. Like-minded brewers such as Victory and Southern Tier can preserve our character, culture and products by banding together," said Bill Covaleski, Co-Founder and Brewmaster of Victory. "Arlington’s deep knowledge, understanding and experience in craft made them a great fit for us and helped in finding Victory the best partner. Arlington was successful in structuring the deal to achieve our goal of independence while still providing the Company with broader resources," added Ron Barchet, Co-Founder and CEO of Victory.

"Every craft brewer today is confronted with the question of how to deal with rapidly increasing competition," said Paul Barnett of Ulysses Management. "Our vision was to build a craft-centric model, a platform for and by founders of leading breweries to diversify risk, access greater resources, and

magnify impact in the market. We're thrilled that Victory has chosen to join us and appreciate Arlington Capital's vital role in bringing this together."

"I believe this is a watershed transaction for the craft brewing world. This union of two great regional players maintains their independence and distinct cultures while sharing administrative and management functions to support deeper investment in sales, marketing and innovation," commented Vann Russell, Managing Partner of Arlington Capital Advisors. "We're thrilled to have facilitated this partnership and look forward to watching Victory and Southern Tier thrive during this hyper-competitive time in the industry."

About Arlington Capital Advisors

Arlington Capital Advisors, LLC is a boutique investment bank that specializes in providing middle-market businesses with advisory services. Arlington focuses on providing strategic advice to our clients, including sell-side and buy-side mergers and acquisitions, sourcing growth capital and other capital-centric strategic alternatives for businesses across a wide array of industries including a specific focus and expertise in multi-unit consumer businesses. Securities offered through M&A Securities Group, Inc. M&A Securities Group, Inc. and Arlington Capital Advisors are not affiliated companies.

For more information on Arlington Capital Advisors, visit www.arlingtoncapitaladvisors.com.

About Victory Brewing Company

Victory Brewing Company is a craft brewery headquartered in Downingtown, PA. Founded by childhood friends, Bill Covalski and Ron Barchet, Victory officially opened its doors in February of 1996. Victory's second state of the art brewery opened in February of 2014 in Parkesburg, PA to serve fans of fully flavored beers in 37 states with innovative beers melding European ingredients and technology with American creativity. In addition to the original Downingtown brewpub, Victory's second brewpub is in Kennett Square, while Parkesburg recently launched self-guided tours and the third brewpub.

For more information on Victory, please visit www.victorybeer.com.

About Southern Tier Brewing Company

In 2002 Phin and Sara DeMink founded Southern Tier Brewing Company in Lakewood, New York with the vision of reviving the practice of small batch brewing to a region rich in brewing tradition. Following several expansions from 2009 through 2013 Southern Tier now ships over 100,000 barrels annually to 33 states to meet growing demand for Southern Tier's diverse portfolio of innovative beers that embody the spirit of American craft brewing. In 2015 Southern Tier Distilling Company was formed to create innovative small batch spirits using unique local ingredients under a New York farm-distilling license.

For more information on Southern Tier, visit www.stbcbeer.com.

About Artisanal Brewing Ventures

Artisanal Brewing Ventures is located in Charlotte, NC and was formed by Phin and Sara DeMink and Ulysses Management LLC; a New York based family office, with the vision of creating a home for like-minded, best-in-class craft breweries in close partnership with their founders. Ulysses Management was founded 20 years ago by Joshua Nash as the successor firm to the pioneering investment firm Odyssey Partners, LP. Ulysses invests in profitable, well-established companies with tangible, competitive advantages with the goal to build long-term value that benefits all stakeholders.

For more information on Ulysses Management, visit www.ulyssesmgmt.com.