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FOR IMMEDIATE RELEASE

Goose Island's 312 Urban Pale Ale Debuts March 12, 2014

*The "312 Urban" Line Doubles, Rounding Out the Recognized
312 Urban Wheat with a Pale Ale*

CHICAGO, February 24, 2014 –On March 12, 2014, also known as “3-1-2 Day”, Goose Island will expand its “312 Urban” line by unveiling the new 312 Urban Pale Ale nationally to complement its flagship beer, 312 Urban Wheat Ale.

312 Urban Pale Ale was inspired by the success and the brewing experience from Green Line Pale Ale -- a Chicago-only, draft-only beer that supports Goose Island's environmental and sustainable initiative. 312 Urban Pale Ale is Goose Island's first year-round, national offering within the popular Pale Ale craft beer segment.

“Our Chicago fans gave us the inspiration to brew 312 Urban Pale Ale,” says Brett Porter, Goose Island Brewmaster. “Their incredible, ongoing support for Green Line motivated us to develop a Pale Ale that everyone in the U.S. can enjoy.”

As with its exceedingly accessible and award-winning 312 Urban Wheat Ale, 312 Urban Pale Ale was brewed for those looking to enjoy another great Goose Island beer with their active lifestyle.

The new 312 Urban Pale Ale is brewed with Amarillo, Mt. Hood and Nugget hops, and has a touch of sweetness from the caramel malt which makes this beer highly sessionable. 312 Urban Pale Ale also has a bright hop aroma and a crisp bitterness that treads lightly, yet noticeably, in international bittering units.

Want to learn more about this great beer? Ask Porter yourself -- he will host an “Ask Me Anything” on Reddit.com March 12 at 3:12 p.m. CT to showcase his [leisure-suit karate chops](#) and brewing know-how.

For craft beer fans' drinking pleasure, 312 Urban Pale Ale is available nationally on shelves and taps on March 12, 2014 in the following packages: 12-ounce bottle cases (6-pack, 12-pack), 12-ounce cans (12-pack), 16-ounce cans (4-pack).

Fans of Goose Island who are 21 years old or older can find more information and retailers near them at www.GooseIsland.com, www.Facebook.com/GooseIslandBeer and on [Twitter](https://twitter.com/GooseIsland) (@GooseIsland).

About Goose Island

Founded in Chicago in 1988, Goose Island is one of the most successful craft breweries in the Midwest and produces some of the most popular, and award winning, beers in the U.S. Since 1989, Goose Island beers have won a variety of awards at acclaimed beer events including the World Beer Championships, World Beer Cup, World Expo of Beer and the Great American Beer Festival (GABF).

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