



2/7/13

Hello Partners and Friends,

You may have heard that there was an incident on New Belgium's Craven St. property on Jan 30th wherein shots were fired at an occupied building on the work site. Fortunately, no one was hurt and Asheville PD is currently investigating. They have not recovered any ballistics evidence so it is difficult to say what caliber gun was used. We have withheld releasing this information until now, as we did not want to compromise an active investigation. APD believes this to be a random and isolated incident.

Our first thoughts are for the safety of our neighbors and for the work force on the Asheville site. Please help us make neighbors aware of the situation by sharing this letter to any interested parties. Our contracting partners have not been on the site since the incident. We are working on a security plan that will allow them to return safely to operations within the next few days. APD has also stepped up patrols in the area. We will do everything in our power to secure a safe working environment for our contract teams and visitors to the site. In the event of an arrest, we will pursue prosecution to the fullest extent of the law.

If you have any information regarding this event please contact Sgt. Kevin Taylor with the APD at ktaylor@ashevillenc.gov or 828-259-5945.

We understand that this incident is by no means reflective of the Asheville community at large, and we very much appreciate all of your friendship and support throughout this process.

Sincerely,

Jay Richardson
Asheville GM
New Belgium Brewing

For further information please contact:

Bryan Simpson
PR Director
bsimpson@newbelgium.com
970-494-2698 (O)
970-231-5983 (C)