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**INTERACTIVE WEB SITE TEACHES
HOW TO SERVE UP A BETTER BEER EXPERIENCE**

Beeradvisor.net is Hosted by The Thirsty Traveler and Presented by Pilsner Urquell

MILWAUKEE (January 30, 2007) – Kevin Brauch is the charismatic host of *The Thirsty Traveler* on cable television’s Fine Living Network. In cyberspace, *The Thirsty Traveler* is your personal chaperone on <http://beeradvisor.net>. Visitors to the site, presented by Pilsner Urquell, are guided by *The Thirsty Traveler* as they are made experts at recommending premium beer to today’s savvy beer connoisseur.

“Today’s beer aficionados want more than just a beer, they want a total beer experience, and they rely on their trusted bartender to guide them,” said Evan Cohen, U.S. brand manager for Pilsner Urquell. “Beeradvisor.net is a comprehensive resource that arms bartenders, wait staff, restaurant managers and others in the hospitality industry with all the information they need to give their patrons the experience they’re looking for, and then some.”

Beeradvisor.net offers a one-on-one tutorial on serving beer aficionados. *The Thirsty Traveler*, who is a respected veteran bartender, begins his informational tour reviewing a detailed timeline on the history of beer. He then moves into the specifics of premium beer:

- Descriptions of beer’s main ingredients;
- The step-by-step brewing process supplemented by video footage;
- Information and education on glassware;
- Instruction on the perfect pour, and
- How to recommend beer to any type of beer lover, determined through an interactive activity.

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About Pilsner Urquell

Pilsner Urquell is brewed in Plzen in the Czech Republic by Plzensky Prazdroj AS and owned, distributed and marketed internationally by SABMiller. Pilsner Urquell is currently exported to over 50 countries around the world including markets in Europe, North America, Australia and Asia. For more information about Pilsner Urquell, visit <http://pilsnerurquell.com>.

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