

Dear Highland Park Community Members;

We are writing this open email to the community after having met with the Highland Park Community Council and several community members. We wanted to let the community know about our new endeavor. We have begun the process to obtain a permit and license to brew local beer at 919 N. St Clair St. This is a completely new venture for all of us involved, and every step seems to be a learning process. We are very excited to engage the community of Highland Park with our passion and excitement and will name the brewery CoStar based upon the alley our garage is on.

The brewery will be placed at a location owned by myself - Ken (Jeff) Hanna. I am a mountain biker, photographer, rock climber, an active member of the local Rotary Club and have been a home-brewer for several years.

The next brewer is Dominic Cincotta. Dominic comes from 15 years of Consumer Packaged Goods and beverage marketing experience in the form of Red Bull, Vitaminwater, POWERade, and Smartwater. He currently works with the Heinz organization in their marketing function. He is also a passionate outdoorsman with mountain biking, kayaking/fishing, snowboarding, and camping as hobbies. He occasionally volunteers at the Shadyside UPMC ED. Dominic is currently pursuing his Doctorate of Communication and Information Science at Robert Morris University as well as a part-time faculty starting in Fall 2012. Dominic has been brewing with Jeff for two years, working to perfect their craft together. Dominic also sees this brewing venture as a way to combine his passions for products, the outdoors, as well as bringing a community education element into the fold through brewing and brew history classes.

My wife Caitlyn Hanna is also represented in CoStar Brewing. Caitlyn comes from an extensive resume of retail experience. She currently works in a prominent retail outlet in the Shadyside community where she is passionate about managing her staff with a positive attitude and serving the local community of shoppers with top-notch customer service. Caitlyn also has a soft spot for the family dog and spending her days off in the city parks for small adventures. She brings an artistic side to the group through fashion and pottery as well as an interest in music. Caitlyn has been picking up the trade of brewing over the past few years through helping Jeff and Dominic in their home-brewing adventures.

Finally, Thomas Hanna is my brother and as newest member of the group, is quickly learning the brewing trade. He will be looking to integrate his knowledge of Pittsburgh and the Pittsburgh communities in order to help CoStar grow over the next few years. Thomas also looks to incorporate as much local influence as possible when he assists in the brewing process.

We decided about a year ago that a brewery was an outlet for our creativity and a way to express our passion for the Pittsburgh communities in which we reside. We actively incorporated CoStar Brewing, and are now looking for a place to set down and grow some roots. It is also viewed as a way to give back to the local community through small batch production with focused distribution in locally owned and operated establishments. With craft brewing rising from 4% national market share to 13% in the past 10

years, CoStar brewing is aiming to create a source of pride for the local East End community in a local economic stimuli as well as a brand to call their own.

We see our production as very low impact on the local environment. CoStar's production level at the proposed facility is less than 2 barrels a month. The average micro-brewery is producing 5,000+ barrels a month. We have created plans for recycling water through the system as well as seeking out local venues to use spent grain for animal feed and composting. We will not be conducting any distribution or tasting on-site at the brewery, instead using local community venues and outlets for these activities in an effort to create collaboration. Overall, we would like to see CoStar become a part of the community and not take it over or create a nuisance.

Over the past year of home brewing in the garage, the local community of Costar Way and the blocks surrounding have really seemed to embrace our activity. Of course we are very cautious about our activity and safety of the community is our first concern, but we have had numerous suggestions from residents as to where to source ingredients, recipe ideas, to inquiries about where they can purchase our product. We would be proud to inform them in the next few months, CoStar Brewing, Highland parks own local brewery can be purchased at the local restaurants in the community.

We, as CoStar brewing, look forward to speaking and working closely with you and the community in order to help us open our first ever business venture. As we are new to entrepreneurship, we look to your guidance and assistance in order to make this a community venture and not just a personal adventure.