



FOR IMMEDIATE RELEASE

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**SAM ADAMS PARTNERS WITH OOMF INC. TO PROVIDE ENGAGING,
ON-LOCATION BRAND EXPERIENCES THROUGH PORTABLE DEVICE CHARGING**

Boston, MA (April XX, 2016) — Sam Adams has partnered with Oomf Inc. to offer consumers a new, interactive brand experience while charging their portable devices in bars and restaurants throughout Boston. Mobile users in need of a quick charge can stop into a designated PowerHouse, snag an Oomf smart charger and activate a charge by interacting with a brief, engaging experience from Sam Adams.

“Having started in Boston, we are excited to partner with another company that grew out of a simple quest to serve this city with a great product,” said James Riel, co-founder and CEO of Oomf Inc. “While offering an untethered charging experience, we also want to cultivate mutually beneficial relationships with influential brands, and we are thrilled to start this journey with Sam Adams.”

Oomf’s value-exchange changes the way advertising reaches tech-savvy consumers, offering a new way to reach adventurous, mobile millennials. Oomf is working with Sam Adams to test drive this new advertising platform. This partnership intimately connects Sam Adams with consumers in locations where their products are sold, and allows Oomf the opportunity to collect, and evaluate, useful information to enhance their marketing services.

“We are always looking for new ways to engage with our consumers,” said Jim Koch, Founder and Brewer of Sam Adams. “Providing branded experiences through the Oomf smart charger allows us to reach our consumers directly, in the palm of their hands, while they stay connected to the world and, perhaps, explore the great taste of Sam Adams.”

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About Samuel Adams and The Boston Beer Company

The Boston Beer Company began in 1984 with a generations-old family recipe that Founder and Brewer Jim Koch uncovered in his father's attic. Inspired and unafraid to challenge conventional thinking about beer, Jim brought the recipe to life in his kitchen. Pleased with the results of his work, Jim decided to sample his beer with bars in Boston in the hopes that drinkers would appreciate the complex, full-flavored beer he brewed fresh in America. That beer was aptly named Samuel Adams Boston Lager, in recognition of one of our nation's great founding fathers, a man of independent mind and spirit. Little did Jim know at the time, Samuel Adams Boston Lager would soon become a catalyst of the American craft beer revolution.

Today, The Boston Beer Company brews more than 60 styles of beer. It relentlessly pursues the development of new styles and the perfection of classic beers by searching the world for the finest ingredients. Using the traditional four vessel brewing process, the Company often takes extra steps like dry-hopping, barrel-aging and a secondary fermentation known as krausening. The Company has also pioneered another revolution, the 'extreme beer' movement, where it seeks to challenge drinker's perceptions of what beer can be. The Boston Beer Company has been committed to elevating the image of American craft beer by entering festivals and competitions around the globe, and is one of world's most awarded breweries at international beer competitions. As an independent company, brewing quality beer remains its primary focus. Although Samuel Adams beer is America's leading craft beer, it accounts for only one percent of the U.S. beer market. The Boston Beer Company will continue its independently-minded quest to brew great beer and to advocate for the growth of craft beer across America. For more information, please visit www.samueladams.com.

About Oomf Inc.

Oomf Inc. is an ambitious startup company on a mission to keep the mobile-world charged and connected. Oomf provides consumers-on-the-go with a powerful, portable charging service for any micro-USB or Apple Lightning® powered device. Oomf smart chargers are available to rent and return at designated Oomf PowerHouses, giving consumers the flexibility and power to stay charged, connected and mobile.

For brands, Oomf offers a mutual party value-exchange where consumers interact with a branded experience in order to activate an Oomf charger. This is a unique and intimate opportunity for brands to connect with consumers in a location where their products are sold.

Oomf smart chargers are currently available throughout the Greater Boston area. Please visit theOomf.com for more information and to discover where you can continue your mobile expedition, untethered.