

BOSTON BEER co.

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Boston Beer to Broadcast Investor Conference Call Over the Internet

March 5, 2007

BOSTON, March 5, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- The Boston Beer Company, Inc. (NYSE: SAM) will broadcast its fourth quarter and full year 2006 earnings conference call over the Internet at 4:00 p.m. Eastern time on Tuesday, March 13th, 2007, the Company announced today.

The webcast will be available at the Company's website located at <http://www.bostonbeer.com> where listeners can listen to the audio portion of the webcast. Those with access to Thompson StreetEvents, a password-protected event management site, can access the call via <http://www.streetevents.com>.

The Company will discuss its fourth quarter 2006 financial results on the conference call. A replay of the webcast will be available on the Company's website for up to 30 days.

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SOURCE:

Boston Beer Company, Inc.