



bigrockuntapped.com

FOR IMMEDIATE RELEASE

**THE BEST OF CANADIAN NEW MUSIC CHOSEN FOR  
BIG ROCK COMPILATION ALBUM**

***Fifteen Tracks Selected From Over 500 Submissions  
For Big Rock Untapped CD Vol. 2***

Calgary, AB (November 24, 2008) – The search for this year’s best, untapped Canadian music is over...**Big Rock Brewery**, Canada’s leading craft brewer and the Official Beer Sponsor of the 2009 JUNO Awards, announced today its selection of Canada’s most talented, independent Canadian artists/bands to be featured on the **Big Rock Untapped CD Vol. 2**.

From folk to funk, reggae to rock, a total of 176 emerging talents from across Canada, spanning a variety of genres, vied for the opportunity to be included on the album, but only 15 made the cut.

This February 2009, 50,000 CDs will be distributed across Canada in specially marked cases of Big Rock beer, instantly giving these emerging Canadian talents virtual “gold status” and exposing the budding artists to a wide “untapped” audience.

“As a regional craft brewery, we know what it's like to have your voice heard in a competitive environment,” said Jim Button, VP Marketing, Big Rock Brewery. “Our goal with Big Rock Untapped is to lend a hand and increase the visibility of these talented musicians who are as passionate about their craft as we are about ours.”

Factoring composition, lyrics, overall sound, talent and creativity into their review of the various submissions, renowned Canadian producer/composer Dave Pierce led a panel of eight judges from broad musical backgrounds to make this year’s selection.

“This is the second year that I’ve been involved in the selection process, and once again, I’m blown away by the amount of musical talent this country produces,” said Pierce. “The Big Rock Untapped CDs are a great opportunity for artists to shine and be exposed to audiences that they would otherwise not have an opportunity to connect with. Kudos to Big Rock for having the foresight to make this happen.”

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The Big Rock Untapped CD Vol. 2 artists are:

<b>Artist</b>	<b>Track</b>	<b>Hometown</b>
Dust Poets	Walk Away	Onanole, MB
Portal	Jebel Moon	Edmonton, AB
Jo Hikk	Pimp My Tractor	Calgary, AB
Anthony Blaine and Bare Bones Orchestra	Here for Your Money	Calgary, AB
Ben Sures	Used to Have a Raygun	Edmonton, AB
Dodger	STOMP	Toronto, ON
Elizabeth	Diminishing Returns	Vancouver, BC
LunarTheory	Beautiful Dark Dreams	Moose Jaw, SK
Exit This Side	Finding My Way	Vancouver, BC
Pear	This Ain't A Love Song	Calgary, AB
The Matt Blais Connection	Beautiful Thing	Calgary, AB
Ryan McMahon	Road Signs	Vancouver, BC
Elijah Lucian	That You Move	Calgary, AB
John Wort Hannam	Sweet Sweet Rose	Fort Macleod, AB
Souls in Rhythm	So I Can Live with Myself	Calgary, AB

Last year's inaugural **Untapped Vol. 1 CD** featured rising stars such as Suzie McNeil, Michael Bernard Fitzgerald, Zoë Bentley and Star Collector.

**About Big Rock Brewery** – Headquartered in Calgary, Alberta, Big Rock (Big Rock Brewery Income Trust - TSX:BR.UN) is Canada's leading craft brewer, producing premium, all-natural craft beers. Big Rock Brewery boasts a family of 10 exceptional ales and lagers, Rock Creek dry apple cider, plus an ongoing selection of seasonal beers. Big Rock products are sold in eight provinces and three territories in Canada and are also available in Korea. For more information on Big Rock Brewery, visit [bigrockbeer.com](http://bigrockbeer.com).

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