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The Pabst Brewing Company Announces Retro Pinball Machine

PBR-Themed “Can Crusher” Pinball Game to Debut at Comic-Con International in San Diego

ELK GROVE VILLAGE, IL – July 13, 2016 – The Pabst Brewing Company, makers of Pabst Blue Ribbon beer (“PBR”), today proudly announced the debut of its new PBR-Themed “Can Crusher” pinball machine. The new PBR machine will make its debut at Comic-Con International in San Diego on July 21st through July 24th at booth 501. The game was developed in partnership with [Stern Pinball, Inc.](#), the world's oldest and largest producer of arcade-quality pinball machines

The “Can Crusher” pinball machine captures the iconic nature of the PBR brand with a retro game design, dynamic eye-popping art by artist and pinball phenomenon Dirty Donny and music by hard-hitting heavy metal band Red Fang.

The debut of this machine will not stop with its arrival at Comic-Con. Following Comic-Con, PBR will showcase the exclusive machine at several other venues including concerts, barcades, high profile events, and other community activities.

“To partner with Stern Pinball on the ‘Can Crusher’ and have a superstar artist like Dirty Donny and music from Red Fang was exactly what we set out to do when we wanted to make a pinball machine the PBR way. The game does a great job of capturing the essence of our brand,” said Pabst CMO Dan McHugh.

About Pabst Brewing Company

With over 30 beers in our portfolio, Pabst Brewing Company is the largest American-owned brewery. Since 1844, we’ve taken pride in brewing beers that have become iconic, cherished American brands. Brands that promote regional pride, and brands that express common bonds amongst people all over the world.

Pabst is honored to be part of so many lives. We work tirelessly to provide worthy products and memorable experiences in local communities. Loyalty is hard to come by these days. Being your beer of choice is a great privilege, which is why we deliver nothing less than award-winning taste and quality.

Trust your good times to Pabst. <http://pabstbrewingco.com>

About Stern Pinball, Inc.

Stern Pinball, Inc., headquartered just outside Chicago, Illinois, is the oldest and largest producer of arcade-quality pinball games in the world. Stern's highly talented creative and technical teams design, engineer and manufacture a full line of popular pinball games, merchandise and accessories. Recent Stern titles include Ghostbusters, Spider-Man Vault, Game of Thrones, KISS, WWE WrestleMania, The Walking Dead, Mustang, Star Trek, Metallica, The Avengers, X-Men, AC/DC, Tron, Transformers, Avatar, Iron Man, Batman, and many more! All of Stern's pinball games are crafted by hand and assembled by Stern's expert team. A broad range of players enjoy Stern's games from professional pinball players that compete in high-stakes international competitions around the globe to novice players who are discovering the allure of the silver ball for the first time. To join the fun and learn more, please visit <http://www.sternpinball.com>.

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