

General Announcement

In accordance with the provisions of California Corporations Code
Section 25102(n)



FIREMAN'S BREW, INC.

a California Corporation
is conducting a private offering of

6,250,000 Shares of Common Stock, par value \$0.001 per Share
at \$0.80 per Share

for an aggregate offering price of \$5,000,000
(Minimum Purchase: 6,250 Shares for \$5,000*)

Fireman's Brew, Inc. was born from the vision of two Los Angeles based firefighters after extinguishing a brushfire high above the Glendale Mountains. As the two were sitting on the hillside reflecting on their exhausting day on the fire lines, they had a vision to create a premium line of beverages that would quench their thirst and help them relax. From this vision emerged Fireman's Brew, Inc., a California corporation, that produces, and distributes a premium line of Fireman's Brew branded beers, coffee, and soft drinks that are currently sold in locations throughout California, Arizona, Colorado, Illinois, and Nebraska.

PROSPECTIVE INVESTORS MUST BE RESIDENTS OF THE STATE OF CALIFORNIA AND MUST BE QUALIFIED PURCHASERS AS DEFINED UNDER CALIFORNIA CORPORATIONS CODE SECTION 25102(n)(2). No money or other consideration is being solicited by means of this announcement or will be accepted. An indication of interest made by a prospective purchaser shall involve no obligation or commitment of any kind. No sales will be made or commitment to purchase accepted until five business days after delivery of a disclosure document and subscription information to the prospective purchaser in accordance with the requirements of the California Corporations Code. Prospective investors hereunder include individual retirement accounts (IRAs), 401(k) accounts, and other employee benefit plans.

For more complete information about Fireman's Brew, Inc. and the Common Stock, please contact:

Fireman's Brew, Incorporated
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www.FiremansBrew.com

*We may waive such minimum at our sole discretion.