

January 27, 2014

# Bill the Butcher, Inc. to Open 10 Locations in Portland

SEATTLE, WA -- (Marketwired) -- 01/27/14 -- Bill the Butcher, Inc. (OTCQB: BILB), a "new school" butcher shop chain with six greater Seattle neighborhood locations, announced today that it has negotiated an area development agreement to open 10 stores in Portland, Oregon.

Bill the Butcher, Inc. announced that it has received a letter of intent with the Portland-based financier Erick Paulson, who is also an investor and a creditor of Bill the Butcher, with a long standing relationship with the Company.

"We are very happy with our move to Portland, particularly working with Erick Paulson," said J'Amy Owens, The Company's CEO. "We certainly look forward to offering 'The only meat to eat' free of hormones, antibiotics, steroids or animal by-products to Portland, and we admire Erick Paulson for being such a pioneer of progressive food and sustainability."

"I look forward to being a part of Bill the Butcher, and bringing it to my hometown gives me a special sense of pride," said Erick Paulson. "I am impressed with the Company's ability to build total brand value, product innovation and local marketing programs that all support the most worthy cause; healthy, delicious and sustainable meats. We also look forward to providing our area with outlets for nutritious options that promote the 'Locavore' concept, economy, and palate."

## ***Bill the Butcher, Inc.***

Founded in 2009, Bill the Butcher is a meat activist and retailer on mission to support sustainable farmers and ranchers. As of August 31, 2013, the Company operated six stores in the greater Seattle area, with a seventh under construction. The Company was named in the top 25 Best Butchers in America and was the runner-up for "Best-Of" contest in Washington State and won the Best New Business of 2013 by the Chamber of Commerce.

For additional information can be found at [www.BilltheButcher.com](http://www.BilltheButcher.com), [www.GreatNorthernCattle.com](http://www.GreatNorthernCattle.com), or [www.AmericanSustainabilityProject.com](http://www.AmericanSustainabilityProject.com)

## ***Erick Paulson***

Erick Paulson is the Managing Member of E. Paulson Co., LLC., and most recently serving as the Co-Chairman of the National Investment Banking Association (NIBA). Since 2000, Erick has worked in Corporate Finance at Paulson Investment Company, Inc. Headquartered in Portland, Oregon; Paulson Investment Company, Inc. is a national leader in public offerings of small and emerging growth companies with capital needs of \$5 million to \$45 million. Founded by Chester "Chet" Paulson in 1970, it has managed or

underwritten 170 securities offerings and has generated more than \$1.2 billion for client companies. Erick Paulson is also a member of the Board of Directors for Yamhill Valley Vineyards.

*Forward-looking Statements*

This release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements, which contain words such as "expect," "believe" or "plan," by their nature address matters that are, to different degrees, uncertain. These uncertainties may cause actual future events to be materially different than those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.

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