

**Craft Brew Alliance, Inc.****HOOK NASDAQ****Beverages - Brewers**

Market Capitalization USD:

\$105.72 mm**CONCERN LEVEL: LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated.
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Terry E. Michaelson**Age: 58****CEO Since: 2008**

	2009	2010	2011
Base Salary		\$269,639	\$307,054
Discretionary Bonus		\$0	\$0
Annual Cash Incentive		\$140,068	\$225,149
Benefits and Perquisites		\$6,589	\$9,067
TOTAL ANNUAL COMPENSATION		\$416,296	\$541,270
Increase in Post-Retirement Benefits		\$0	\$0
Stock Option Awards		\$107,907	\$96,264
Stock Awards		\$0	\$224,715
TOTAL COMPENSATION		\$524,203	\$862,249
Median of Other Named Executive Officers Total Compensation		\$354,732	\$411,445
Value Realized on Exercise of Stock Option		\$0	\$0
Value Realized on Vesting of Stock		\$0	\$0
TOTAL REALIZED EQUITY COMPENSATION		\$0	\$0

Proxy Date: 12 Apr 2012

Annual Meeting Date: 14 May 2012

Equity Reserves: 4.40%

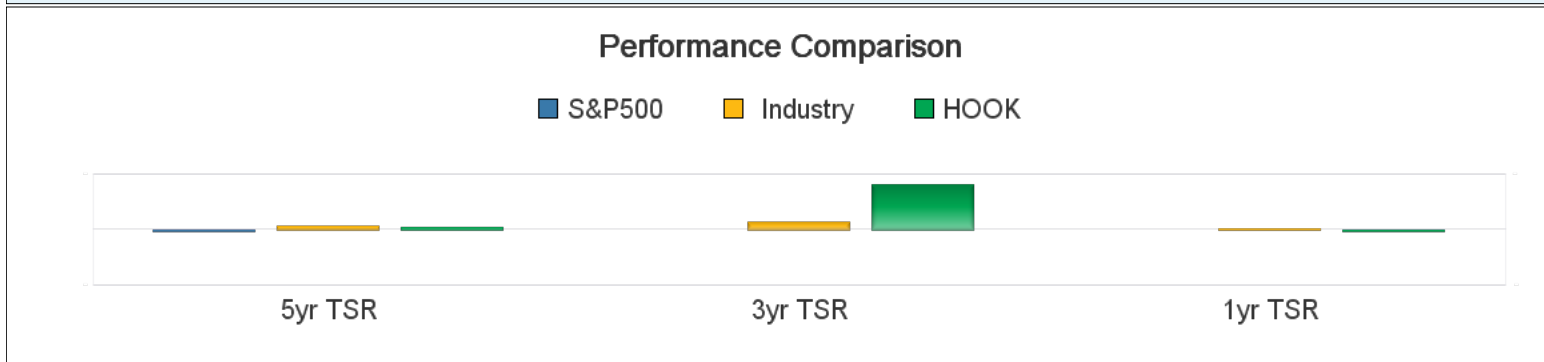
Stock Option Run Rate: 0.24%

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Peer Comparisons (TRBC) = Non-Cyclical Consumer Goods / Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
HOOK	Craft Brew Alliance, Inc.		\$524,203	\$862,249	\$105,719,423
NAFC	Nash-Finch Company	\$1,954,384	\$2,615,334	\$3,034,568	\$326,836,133
MGPI	MGP Ingredients, Inc.	\$388,924	\$755,321		\$90,782,238
PMC	PharMerica Corporation	\$4,645,467	\$2,579,776		\$419,343,813
LINC	Lincoln Educational Services Corporation	\$2,130,465	\$1,014,295	\$1,716,345	\$182,996,600
PETS	PetMed Express, Inc.	\$978,081	\$3,470,157		\$189,072,297
CIGX	Star Scientific, Inc.	\$1,080,582	\$3,953,783		\$311,978,216

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

Peer Group not disclosed. Goals established by the Committee for 2011 focused on the attainment of market share goals for each of our brands measured by percentage sales growth in 2011 for our primary public company competitor in the craft beer segment, The Boston Beer Company, Inc.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
David R. Lord	Chairman	63	Male	9	Outside
John D. Rogers	Member	68	Male	8	Outside
Kevin R. Kelly	Member	62	Male	4	Outside
Marc J. Cramer	Member	54	Male	2	Outside
Timothy P. Boyle	Member	62	Male	4	Outside

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