

Monday 17th January 2011.

For Immediate Release.

Diet IRN-BRU Changes to IRN-BRU Sugar Free

From January 2011 Diet IRN-BRU will change its name to IRN-BRU SUGAR FREE and will be back on TV for the first time in 5 years.

Diet IRN-BRU has enjoyed an excellent year of national sales growth, at +6% Total GB, +4% Scotland and +18% in England & Wales *

The name change to SUGAR FREE does not mean a change to the secret recipe of Diet IRN-BRU which will remain exactly the same.

The introduction of IRN-BRU SUGAR FREE will be supported by a heavyweight marketing campaign to create huge consumer awareness of both the name change and the new re-design of all IRN-BRU SUGAR FREE packaging.

The 4 week multimedia campaign which includes digital starts on 14th February in Scotland with a great new set of IRN-BRU TV adverts for SUGAR FREE together with a 2 week outdoor campaign running on 6 sheet posters and bus sides across Scotland.

Jonathan Kemp A.G.Barr Commercial Director commented:

“Diet IRN-BRU has always been Sugar Free and after two years of successful campaigns reinforcing the Sugar Free benefit, we feel now is the right time to make this name change. We are seeing a growth in the low calorie soft drinks market and it is important the benefit of our product is clear to consumers.”

The name change will build on the ongoing success of Diet IRN-BRU. Not only is it a very strong brand in Scotland where it is consumed by 1 in 5 of the Scottish population and worth over £20m ** at RRSP, it is also rapidly increasing in popularity in England & Wales as evidenced by its +18% value growth in England last year.

‘*’ Nielsen Total GB, Scotland, England & Wales MAT Value Growth
27th November 2010.

** A.G.Barr Internal Data

For further information please contact:

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Notes to Editor:

The picture is of A.G.Barr Commercial Director Jonathan Kemp

IRN-BRU is Scotland's No.1 brand *** and the UK's No.1 other flavoured carbonate brand.

*** Kantar Worldpanel top 50 Scottish Brands 2010

A.G Barr p.l.c.

Our business has been a soft drinks business since it was founded by Robert Barr in Falkirk in 1875 making, marketing and selling some of the UK's best loved soft drinks brands.

We have an annual turnover of over £200m and 1000 staff located across 12 sites in the UK including our five manufacturing sites at Cumbernauld, Tredegar, Mansfield, Pitcox and Forfar.

We are a national business with strong roots in Scotland and the north of England but with a growing consumer and customer base throughout the UK and further afield.

Barr's now has one of the best supported and performing range of soft drinks brands in the market. Our biggest brand is IRN-BRU, Scotland's No1 brand and seen by many as part of the culture of the Scottish Nation. IRN-BRU is performing well throughout the whole UK. As well as IRN-BRU our range of popular soft drinks brands includes Tizer, D'N'B, KA, Barr flavour range, Strathmore Spring Water - the No1 water brand in the UK on-trade - St Clements juice drinks, Simply juice drinks and Rubicon exotic juice drinks.

Barr's are also the franchise partner of Schweppes International Limited in the UK, where we manufacture and sell Orangina under license and we also have a 10 year partnership with Rockstar Inc. to sell and distribute the Rockstar energy drink brand in Ireland and the UK.

We were also the first new Scottish signatory to the 2010 WRAP Courtauld Commitment phase 2 which aims to reduce the carbon impact of grocery packaging, reduce household food and drink and packaging wastes and encourage recycling.