

Strictly embargoed until 00.01 hours on Monday 2nd February 2009.



IRN-BRU'S PHENOMENAL NEW RUGBY LEAGUE SPONSORSHIP

IRN-BRU today announced details of two exciting new partnerships with two major UK sports brands.

The iconic brand is the official new soft drink sponsor of the Rugby League until 2010. IRN-BRU also announced it is the new broadcast sponsor of Sky Sports' Super League coverage for 2009.

The sponsorship with Sky Sports and Rugby Football League will raise the profile and visibility of IRN-BRU reaching over 10 million viewers through the 60 live games broadcast during the season.

Becoming the Super League's new soft drink sponsor and Sky Sports' broadcast partner complements part of IRN-BRU's strategic efforts to continue growing the brand and supporting its aim to become the UK's most popular flavoured carbonate.

Adrian Troy, Head of Marketing at A.G.Barr said:

"IRN-BRU is enjoying strong growth in the market and with these two new partnerships we look forward to another successful year. We are delighted to be associated with Super League and Sky Sports and this coming year promises to be exciting. This is a great brand fit and we are confident that the partnership will help us drive further growth in the coming years."

David Shore, Head of Sponsorship for Sky Sports said:

"We're delighted that IRN-BRU has become a sponsor; it is the perfect partner for both Sky and Super League and we are looking forward to working with such an iconic brand."

Paul Kimberly, Commercial Director at Rugby Football League said:

"It's fantastic news that our long-standing relationship with A.G Barr will to continue for at least another two years thanks to this contract extension."

"It's fitting that, in a year when we will play an entire round of engage Super League in Edinburgh for the Magic Weekend, IRN-BRU – an iconic Scottish brand - is our official soft drink sponsor."

Launched by A.G.Barr in 1901 as the 'invigorating & refreshing tonic beverage' IRN-BRU has experienced solid results, delivering a 5% growth in 2008 and the brand is now valued at £250million.

IRN-BRU is one of three A.G.Barr brands supporting the League in 2009; Strathmore Spring Water is the official water partner and TAUT is the official sport drink which has branding on referees' shorts.

For more information on IRN-BRU visit www.irn-bru.co.uk and for information on the Rugby Football League visit www.therfl.co.uk

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Issued by Burt Greener Communications on behalf of IRN-BRU. For more information, please contact Lorna Gilmour or Stacey Blevins on 0141 248 6007.

- Notes to editor:

The brand's growing appeal and popularity in the UK has seen the business report a strong growth acceleration of +5% throughout 2008.

The drink has increased its brand value in the UK by £16million over the last four years by increasing its brand appeal with consumers, while competitors have experienced decline.

Please note all data is from AC Neilson to the 27/12/2008.