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ROCKSTAR LAUNCHES TWO UK FIRSTS

ROCKSTAR will once again be at the forefront of innovation in the £750M energy drinks market with the launch of two new products ROCKSTAR Recovery 500ml can and a 1lt PET range, from July.

ROCKSTAR has achieved excellent market growth this year up +28%* in value in a growing energy drinks market.

ROCKSTAR Recovery is the UK's first non-carbonated energy drink. It targets the specific consumer need of recovery. ROCKSTAR Recovery is formulated with all of ROCKSTAR'S usual energy giving ingredients plus electrolytes and a refreshing still lemonade flavour which makes it ideal for re-hydration and thirst replenishment.

ROCKSTAR Recovery 500ml can, will be packed in a case size of 12 and is available in plain pack and a great value £1.19 PMP in line with the rest of the ROCKSTAR 500ml can range.

At the same time ROCKSTAR will launch a 1 litre PET range. The range will be available in high impact bespoke black PET bottles in two of the brands most popular flavours – ROCKSTAR Original and ROCKSTAR GUAVA - both packed in a case size of 6 and available in plain pack and a great value £1.69 PMP.

ROCKSTAR also introduced a new packaging design in June to deliver an even more vibrant and appealing brand presence across the range.

A.G.Barr Head of Marketing, Adrian Troy commented: 'The large size 500ml can format is the fastest growing sector in the Soft drinks market +48% MAT ** representing an extra £24m opportunity for shopkeepers. ROCKSTAR Recovery 500ml can brings real innovation to the energy drinks market and is a great addition to the existing 5 ROCKSTAR 500ml can packs which deliver a compelling energy drinks range for shopkeepers.

The 1lt pack format is a key growth area in energy drinks which has added over £5M YOY incremental value growth*** to the category. The new ROCKSTAR 1lt PET pack also represents a great opportunity for shopkeepers because we know that the 1lt format is appropriate for a number of reasons providing all day energy, all night energy, a mixer and a share format'.

In 2010, ROCKSTAR marketing will focus on being present at big national televised sporting events like British Touring Cars and British Super Bikes and high profile international boxing matches to drive visibility and sample the product.

ROCKSTAR is the proud sponsor of the Swan Honda team for the 2010 season. Swan Honda's riders are some of the best in the business, and the team has a realistic chance of claiming the championship. British Super Bikes (BSB) is one of the most watched sports on UK TV with over 8m viewers in 2009 and over 300 hours of programming. In 2010 BSB will be the most televised motorsport in the UK with coverage on Eurosport, ITV1 and ITV4. The championship takes place over 12 rounds, and attracts crowds of over 300,000 over the season.

The brand will also partner the biggest UK Rock Tour 'The Taste of Chaos' for a 3rd year which will reach 2m of it's target audience.

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* Nielsen Scantrack, % sales value growth, Sports & Energy database, MAT TY 30.4.10, Total GB

** Neilsen: Total GB 500ml cans Value MAT 20th March 2010.

*** Nielsen, 1L ENERGY VALUE SALES, LASY YEAR VS. THIS YEAR, 52we 17/04/10, TOTAL GB

**** Internal AGB sales

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NOTES TO EDITORS

AG Barr announced a new 10 year extension agreement with ROCKSTAR Inc to their existing sales and distribution contract for the ROCKSTAR Energy Drink in the UK and Eire earlier in the year.

Since ROCKSTAR 500ml cans were launched in 3 variants in the UK in 2007 on the platform of 'Double Size: Double Kick' the brand has sold over **** 30m cans to-date.

ROCKSTAR Punched 500ml was added to the range in 2008 and in 2009 ROCKSTAR achieved a number of NPD firsts in the UK. The first energy plus cola drink launch with ROCKSTAR Cola 500ml and the first 710ml re-sealable screw cap can size launch for ROCKSTAR Original.