

NEWS RELEASE...

July 2009.

SCOTLAND RAISES A 'MIGHTY' GLASS TO IRN-BRU

Scottish consumers will Raise a glass to IRN-BRU this summer thanks to a phenomenal limited edition 'Mighty' IRN-BRU glass promotion starting in-store from 3rd August.

IRN-BRU has added £10.4m to its total brand value in the last 2 years and is driving the success of the carbonates market in Scotland with an MAT growth of +5% *

In one of the largest promotions of its kind for Scotland's best-selling flavoured carbonate, consumers will be able to redeem **'the mighty IRN-BRU glass'** – for every two x 2-litre bottles of regular or diet IRN-BRU purchased.

1,000,000 'Mighty' IRN-BRU glasses are being produced in one of three different presentation boxes.

The limited edition launch is backed by a £250,000 advertising campaign on STV and Channel 4, featuring a 20 second TV commercial. The commercial breaks on 10th August and will reach 60% of the Scottish population.

High impact, shelf-ready glass shippers and in-store POS will enable retailers to draw consumer attention to the promotion in-store.

The 'Mighty' IRN-BRU glass has been designed to hold a full 330ml can of IRN-BRU, with ice.

A. G. Barr Commercial Director Jonathan Kemp says: “The mighty glass promotion will deliver a phenomenal sales opportunity by capturing the imagination of consumers, and IRN-BRU loyalists in particular, throughout Scotland.

“With the backing of a heavyweight TV campaign featuring a new advert, and major in-store support, the IRN-BRU mighty glass will be on the lips of Scottish consumers in more ways than one this summer!”

* Total Take Home OFC’s Market Scotland MAT 13th June 2009. Nielsen.