

Install a breathalyser in your mobile phone when shopping at TESCO

Impossible? Not at all. And free of charge at that! As a result of cooperation between Kompania Piwowarska and TESCO, anyone who visits TESCO at Towarowa Street in Tychy this Saturday will have an opportunity to download to his or her mobile phone an application calculating the blood alcohol content. This is an element of the companies' joint campaign promoting a responsible approach to drinking alcohol.

How does it work?

It's very simple. You need to do your weekend shopping at Tesco where the promotion team will help you to install a breathalyser in your mobile phone. You need to switch the Bluetooth on and download the application to calculate the blood alcohol content automatically and free of charge. What is more, those who install the breathalyser can calculate the blood alcohol content for themselves as well as their friends.

Watch coverage of TESCO activities in Warsaw.

High resolution footage available at <http://www.prasowe.com/sprawdz-promile-w-polsce-wideo/>

How did the idea of joint actions take shape?

From the very beginning, Kompania Piwowarska has promoted responsible drinking. For years we have tried to instigate a change to the model and structure of alcohol consumption in Poland by means of social programmes. *"We can see many bad examples of alcohol abuse as confirmed by statistics. This is why we endeavour to educate drivers; we believe this is the way to enhance road safety in Poland"*, emphasized Paweł Kwiatkowski.

The goal of these activities is to curtail the number of drunken drivers in Poland by availing opportunities to test the blood alcohol content and raising consumers' awareness of how alcohol affects the body and brain.

Paweł Kwiatkowski said:

"Cooperation with TESCO is very valuable and we are happy that we can join efforts with our trading partner for the benefit of the society".

Tesco also values cooperation with business partners as part of the chain's CRS activities.

Beata Rożek, CSR manager for Tesco Poland, said:

"Ours is a responsible company and this is how we want to manage our business. We are willing to get involved in educating about responsible drinking. We know that such efforts may be of benefit to our customers."

Extra application facilities

On top of testing the blood alcohol content, the application offers a database of over 300 taxi companies all over Poland. The application also includes information about the legal alcohol blood content in various European countries thus making it possible for travellers to find out about local regulations. Those who are willing to put their reflexes to the test, can resort to a beer crown game, an integral part of the application.

Where and when?

Anyone interested in downloading the application is requested to visit TESCO at Towarowa Street in Tychy on Saturday 10 July between 10h00 and 18h00. On top of downloading a breathalyser, the customers will have an opportunity to attend interesting contests and find out how reality changes after drinking alcohol by means of alco-goggles.

If for some reason you cannot visit TESCO on that day, there is another way to download the application to your mobile phone. You need to read the photo-code from the www.sprawdzpromile.pl website or send a text message saying PROMILE to 70958 (cost of 0.50 Pln VAT excl./0.61 Pln VAT incl.). The dedicated website contains more information about the initiative

'Put the Per Mille to the Test' in TESCO and lots of interesting information about how alcohol affects the body.

Similar projects have already been inaugurated at Tesco in Poznań and Warsaw, raising considerable interest among the chain's customers.

Those who will not make it for Tychy will be given an opportunity to download the application on 17 July in Tesco in Krakow at 54 Kapelanka Street.

Kompania Piwowarska - Leader of the beer industry in Poland

Kompania Piwowarska - leader of the Polish beer industry Kompania Piwowarska is the largest brewer in Poland. Hundreds of years of experience in brewing, state-of-the-art technology and rigorous adherence to the 'world class manufacturing' principles guarantee the highest quality beer. The company's brand portfolio includes best selling Polish beers, such as Tyskie, Żubr, Lech, Dębowe Mocne, Redd's as well as international premium brands: Pilsner Urquell, Grolsch and Peroni Nastro Azzurro. Kompania Piwowarska, established in 1999, operates three breweries (in Tychy, Poznań and Białystok) and fourteen depots across the country. Kompania Piwowarska is engaged in a number of social programs, addressing poverty based social exclusion as well as educational programs promoting responsibility and moderation in alcohol consumption. In the fiscal year F09, ended on 31 March 2010, KP sales volume amounted to 14.6 mill hectoliters.

SABMiller - one of the largest brewers in the world.

Kompania Piwowarska is part of SABMiller plc. SABMiller plc is one of the world's largest brewers with brewing interests or distribution agreements across six continents. The group's wide portfolio of brands includes premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as market-leading local brands such as Aquila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the largest Coca Cola bottlers outside the US. In the year ended on 31 March 2009 the group reported US\$ 3.4 billion in adjusted pre-tax profit and group revenue of US\$ 25.3 billion. SABMiller plc is listed on the London and Johannesburg stock exchanges.

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