

Warsaw, 2 July 2009

Alcohol: Minors Keep Out.

Alcohol: Minors Keep Out: this claim will accompany all TV and cinema commercials produced after 1 July 2009 by Kompania Piwowarska and the other members of the Polish Brewers Association.

"Introducing responsible signage to commercials is another step of one of Kompania Piwowarska's priorities: discouraging irresponsible drinking", said Paweł Kwiatkowski, Corporate Affairs Director and Kompania Piwowarska spokesman. "Last year we launched a new logo to our beer packaging: "I never drink and drive" pertaining to the drunk driving problem. Now we are facing the issue of selling alcohol to minors", added Kwiatkowski.

The first commercial sporting the "**Alcohol: Minors Keep Out**" signage will be broadcast on TV as soon as tomorrow. It will be placed in the latest commercials for Tyskie, Lech and Redd's brands. *"Our intention is to introduce the signage as soon as possible, including commercials produced before 1 July 2009," confirmed Paweł Kwiatkowski.*

The rules underlying the signage have been approved as part of an agreement initialled by all Polish Brewers members as a result of a long-term policy of educating consumers about responsible drinking and the issue of selling alcohol to minors.

2 July 2009 marks the beginning of a national educational campaign launched by the Chief Police Department and the Polish Brewers Association. This year's edition will be accompanied by the claim "**Appearances are deceptive, IDs are not**" aimed at drawing attention of sellers and bystanders all over the country to the fact that a mature appearance does not equal legal maturity. The activities will be supported with the "**Alcohol: Minors Keep Out**" symbol accompanying commercials for beer produced in Poland by the Association's member-brewers.

Danuta Gut, Director of the Polish Brewers Association Management Bureau said: *"Selling alcohol to minors is a problem perceived by the majority of the society. At the same time, individuals below 18 have relatively easy access to alcohol, partly as a result of social consent to selling what is referred to as "just one beer" and partly as a result of teenagers' skills at hiding their real age".*

"This year together with the Chief Police Department we will highlight the two aspects of the problem related to selling alcohol to minors".

"Consumption of alcohol by individuals below 18 poses a serious problem to the police as a manifestation of corruption of minors. Alcohol is also a well-known criminogenic factor triggering off aggression. Therefore the campaign offers an opportunity to intensify educational activities curbed by the police on a daily basis. I hope that the police will be supported by adult witnesses of attempts at selling alcohol to minors. After all, their conduct may obstruct minors' access to alcohol", said sub-inspector Marek Walczak, Deputy Director at the Prevention Bureau of the Chief Police Department.

The "**Appearances are deceptive, IDs are not**" campaign will rely on education and information packages distributed to shops all over Poland. The package includes leaflets, posters and stickers bearing information about the ban on selling alcohol to minors. The materials are also aimed at drawing attention to the fact that sellers need to check the age of their young-looking customers. Policemen will help to reach the sellers; they will distribute the materials and inform about the consequences of selling alcohol to minors and how to avoid breaking the law.

To the editor:

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 product portfolio includes Tyskie - Poles' favorite beer, Żubr - the second largest Polish beer brand, Lech, Dębowe Mocne, Redd's, Wojak and international premium brands Pilsner Urquell, Peroni Nastro Azzurro and Miller Genuine Draft. Kompania Piwowarska was established in 1999 as a result of a merger of Tyskie Browary Książęce and Lech Browary Wielkopolski. In 2003 Dojlidy Brewery in Białystok was acquired by KP and in 2008 a brewery in Kielce. In the fiscal year F09, ended on 31 March 2009, KP sales volume amounted to 15.1 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.

Inquiries:

Paweł Kwiatkowski
Director of Corporate Affairs, Spokesman
KOMPANIA PIWOWARSKA SA
Szwajcarska 11, 61-285 Poznań
Tel. +48 61 66 77 509
Fax +48 61 66 77 850
Mobile +48 601 599 198
pawel.kwiatkowski@kp.sabmiller.com
www.kp.pl