



## ASIA PACIFIC BREWERIES LIMITED

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### MEDIA RELEASE

### ***Tiger* Appoints Leading Brewer as Sole Distributor in Canada**

**SINGAPORE, 14 February 2007** – Asia Pacific Breweries Ltd (APB) has aligned itself with a heavyweight brewer to jointly intensify their involvement in Canada's imported beer segment. The partners announced today that, with effect from 1<sup>st</sup> April 2007, Molson will be given the exclusive rights to market, sell and distribute APB's flagship *Tiger* in Canada. A leading brewer, Molson is the largest beer importer there and represents some of the top-selling imported beers.

Canada, with a beer consumption of over 22 million hectolitres (1 hectolitre = 100 litres) per year, has one of the larger beer markets in the world. Despite modest growth in the overall beer market, the super premium import segment has been witnessing thriving sales of approximately 10% per annum owing to the Canadians' escalating interest in imported beers. As evidenced in the success of *Tiger* in the United States and the United Kingdom, both APB and Molson clearly recognize the business potential that can be brought about by collectively investing in a quality brew like *Tiger* as they heighten their participation in the imported segment of the Canada beer market.

The newly-forged alliance will enable *Tiger* to effectively tap on the resources and capabilities of an established brewer to achieve a more extensive distribution coverage in Canada, way beyond its current realms of Ontario, British Columbia and Alberta.

Mr Koh Poh Tiong, Chief Executive Officer, APB, said, ***“Canada is a market that offers exciting prospects for imported beer brands and one where we envision long-term growth for the Tiger brand. We are pleased to be partnering Molson. Given its extensive sales and marketing experience and an unparalleled distribution network in Canada, we can be assured that Tiger’s growth path will be accelerated in this nation of increasingly discerning beer drinkers. With the further growth of the brand in the vast Canada beer market, it will certainly bring us another step closer to our vision of developing Tiger beer into the world’s leading contemporary Asian beer brand.”***

Indeed, Molson’s track record, market knowledge and expertise in the industry are qualities which have made it a very compelling and ideal partner for APB. In addition to its strong resources and capabilities, Molson’s strong leverage over its distribution channels is critical for a niche brand like *Tiger* where visibility in the right outlets is key to reinforcing the brand’s positioning and authenticity of a premium Far Eastern brew. With the partnership in place, *Tiger* will now be able to achieve greater penetration into its preferred on-premise outlets such as up-market restaurants and trendy bars/clubs in key cities such as Vancouver, Calgary, Edmonton, Toronto and Montreal.

Mr Mark Hunter, Chief Commercial Officer, Molson, commented, ***“Tiger is a much sought-after import premium brew and its contemporary Asian spirit will be a new and exotic addition to Molson’s complementary super premium import portfolio. The partnership with Asia Pacific Breweries will allow us to continue to provide beer drinkers in Canada with a quality product that will meet their various preferences as well as drinking occasions.”*** *Tiger* is the first and sole Asian beer in Molson’s existing portfolio of imported brands.

***“We see growing interest amongst urban Canadian consumers who are increasingly intrigued and excited by the appeals of dynamic and vibrant Asia, be it in the areas of travel, arts, entertainment, food or beer. Going forward, as we leverage on the marketing and distribution capabilities of Molson, we will***

***be able to effectively and expeditiously bring the refreshing taste of Tiger, an epitome of great Asian heritage, to more consumers in Canada,”*** elaborated Mr James Wong, General Manager, Tiger Export Pte Ltd, a wholly-owned subsidiary of APB which oversees the global distribution of *Tiger*.

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#### About Tiger

*Tiger* is the flagship brand of Singapore-listed company, Asia Pacific Breweries Ltd. Brewed in seven countries in the Asia-Pacific and available in over 60 markets globally, *Tiger* is truly a Singapore icon with an international standing. Since its launch in 1932, the brand has amassed a list of awards and accolades of which among them include a Gold medal for Best Lager Beer at the prestigious 1998 Brewing Industry International Awards and more recently, a Gold Medal in the Premium Beer Category at the Association of Brewers World Beer Cup 2004.

APB has 29 brewery operations in ten countries in the Asia Pacific, namely Singapore, Malaysia, Thailand, Vietnam, Cambodia, China, New Zealand, Papua New Guinea, Sri Lanka and India.

#### About Molson Canada

With roots dating back to 1786 and a time-honoured tradition of brewing quality beers, Molson Canada is proud to be the nation's preferred brewer. The Company proudly offers the most popular brands in Canada with an award-winning brand portfolio which includes *Molson Canadian*, *Coors Light*, *Molson Export*, *Molson Dry* and *Rickard's*. Molson Canada also partners with other leading brewers to offer global brands such as *Heineken*, *Corona*, *Miller Genuine Draft*, *Foster's Lager* and *Tiger* beer. Molson employs 3,500 Canadians, operates six breweries, including the boutique brewery Creemore, and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Canada is part of the Molson Coors Brewing Company.

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