



24 March 2010

ENJOY RESPONSIBLY AT THE MCG

Foster's Group is delighted to announce it is rolling out a new responsible enjoyment initiative with the Melbourne Cricket Club (MCC) at the Melbourne Cricket Ground (MCG).

The initiative ***Be Best on Ground*** aims to send a strong message to MCG patrons to enjoy alcohol responsibly.

"We are delighted to welcome Foster's Group as an Icon partner of the MCG, following a long standing association with the venue," MCC Chief Executive Officer Stephen Gough said.

"Under the partnership, MCG patrons will have the opportunity to enjoy the full range of Foster's premium products here at the 'G.

The ***Be Best on Ground*** initiative highlights the need for MCG patrons to ensure that their alcohol consumption does not impact the level of enjoyment experienced by themselves and others around them."

Carlton & United Breweries National Sales Director Peter Cantwell said the CUB and Foster's businesses have enjoyed a strong relationship with the MCC for more than 100 years.

"We want to ensure that visitors to the MCG enjoy the best beer and wine while watching Australia's best sports and entertainment events," said Mr Cantwell.

"It is important to us that our brands are enjoyed responsibly wherever they are consumed – whether that be at high profile events or at a backyard barbecue. This is an exciting opportunity to highlight this message in Australia's largest sporting venue."

Further information:

Foster's Group Limited

Media

Liz McLachlan
Foster's Group Limited
0418 651 374

Shane Brown
Melbourne Cricket Club
0418 353 431

FOSTER'S GROUP