

ASX Announcement

Sydney, 21 March 2011

COCA-COLA AMATIL AND BEAM GLOBAL ANNOUNCE A NEW LONG-TERM AGREEMENT

Coca-Cola Amatil (CCA) and Beam Global Spirits and Wine Inc. today announced a new 10 year agreement for the manufacture, sales and distribution of the Beam premium spirits portfolio in Australia, Beam Global's second largest market in the world.

The new agreement is an expansion of the arrangement established with Beam Global in 2007 where CCA managed all the sales and distribution function of Beam Global's spirits portfolio on behalf of Pacific Beverages (CCA's joint venture with SABMiller). The new agreement provides CCA and Beam Global a stronger opportunity to drive growth and market share in Australia, where Beam Global's flagship brand, Jim Beam Bourbon, is the country's top-selling spirit and Jim Beam and Cola is the top selling alcoholic ready-to-drink (RTD) brand.

CCA will continue to be responsible for manufacturing Beam Global's RTD products, as well as the sales and distribution of the entire Beam Global Spirits & Wine portfolio in Australia in its own right, while Beam Global will continue to deliver advertising, sponsorship and promotions for the brand portfolio.

CCA expects its working capital to increase by between \$30 million and \$35 million with the purchase of stock and other working capital as a result of its new responsibilities.

"We are delighted to sign this new, 10 year agreement with Beam Global. Not only does it represent a more valuable long-term partnership with the makers of some of the world's premium spirits brands, it cements a relationship which, in a very short period of time, has been very successful for both partners," said Terry Davis, Group Managing Director of CCA.

Phil Baldock, Beam Global President, Asia-Pacific/South America said: "Over the past four years we have cultivated a dynamic partnership with Coca-Cola Amatil that has driven significant momentum for Jim Beam and our premium spirits portfolio in this very important market. Coca-Cola Amatil's retail market expertise and distribution reach, along with Beam Global's brand-building power and innovative consumer communication, is a powerful combination that will give us a winning competitive edge in the marketplace."

Beam Global's top performing products include Jim Beam, Jim Beam & Cola RTDs, Canadian Club and Canadian Club and Ginger RTDs, Makers Mark Bourbon, Courvoisier Cognac and Laphroaig Scotch Whiskey.

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