



PRESS RELEASE
20th September 2007



Carling launches 'Your Newcastle'

This weekend sees the launch of a new integrated marketing campaign for Carling that aims to drive consumer footfall into Newcastle's best bars in a unique link up with Newcastle United Football Club.

Following the recent announcement of a four year deal with the club, the activity, which goes live at the Newcastle v West Ham match on Sunday 23rd September combines the use of mobile technology with a digital, direct mail, radio, online and sponsorship campaign.

It gives consumers the chance to claim free pints of Carling through an innovative new scan-able bar code, which is received via text on your mobile phone. The text number will be advertised on perimeter boards at St. James' Park, as well as in match day programmes.

There are also free gig tickets at Carling Academy Newcastle to be won as well as Carling merchandise and ten pairs of season tickets to NUFC.

Nicola Young, Director of Marketing Communications for Coors Brewers said:

"This is the first time that we have used this mobile technology and it provides a convenient and hassle free way for consumers to interact with Carling.

Not only does the technology provide real time reporting so that we know how many vouchers are being redeemed and where, it also enables Carling to talk and engage with drinkers on an ongoing basis.

This will provide a real benefit for licensees as we will be able to target consumers with future offers encouraging repeat visits, up weighted purchase and opportunities to increase mid week drinking occasions".

'Your Newcastle' is the first of a series of regional marketing campaigns for Carling which will be rolling out across key UK cities in 2007/08.





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Notes to Editors

Carling is brewed by Coors Brewers Limited and is Britain's best selling beer for 2 decades; accounting for 1 in 3 pints of mainstream lager sold and is still growing.

For further information, please contact:

Consumer website: www.carling.com

Corporate website: www.coorsbrewers.com

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