

PRESS RELEASE

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**Coors to distribute Magners Draught Cider
in exclusive deal with C & C Group**

C&C Group plc has today announced the launch of Draught Magners Original Cider in Great Britain, and Coors Brewers Ltd, the UK's second biggest brewer, will be the exclusive distributor.

This long term deal will see draught Magners launched from Summer 2008.

Magners will continue to be crafted at its home in Clonmel in Ireland where it has been produced since 1935. The liquid will then be transferred to Coors in Burton where it will be kegged for onward distribution.



Coors Chief Executive Mark Hunter said: *"Draught Magners is a premium draught cider that will enhance the appeal of the cider category and we believe it will fuel further significant growth."*

"It complements our growing portfolio of strong and well-loved brands, which includes Carling, Britain's best selling lager, Coors Light and Grolsch. I believe the launch of Draught Magners will be the next big thing for the pub trade this Summer."

C&C Group Chief Executive, Maurice Pratt said: *"The partnership with Coors Brewers will greatly assist with the next phase in the natural evolution of Magners Original Irish Cider."*

There has been a pent up demand in the market for a premium draught cider which Magners will now fulfil. This exciting development enables us to reinforce our positioning within the premium cider category, further broadening our consumer base and offering a refreshing alternative to consumers."

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Pictured: L – Maurice Pratt, Chief Executive Officer of C&C Group plc. R – Mark Hunter, Chief Executive Officer of Coors Brewers Limited.

Notes to Editors

At 4.5% ABV, Magners Original Irish Cider on draught is an extra cold, crisp refreshing premium cider, crafted in Ireland where it has been produced since 1935 according to its original recipe using fresh juice from 17 different varieties of apple.

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