

Monday 19 January 2009

Coors boss is new ISBA President

Coors Brewers CEO **Mark Hunter** is to be the new President of ISBA, the Voice of British Advertisers, it was announced today.

Mark will chair the ISBA Council, the organisation's senior governance body, and succeeds John Clare CBE, former Chief Executive of retailer DSG International.

From 1996 Mark Hunter was Marketing Director at Bass Brewers overseeing a 100% growth in Carling sales by 2005, introducing Carling Extra Cold and establishing Grolsch as a major premium lager in the UK.

Bass's brewing interests were acquired by the US Brewer Coors in 2002 and when this new entity subsequently merged with the Canadian brewer Molson to form Molson Coors in 2005, Hunter was appointed Chief Commercial Officer for the Canadian operation. December 2007 saw Mark return to the UK to take up his current position of Chief Executive Officer of Coors Brewers Ltd.

Mark said: "Companies face a challenge in protecting their freedom to advertise from increasing regulation, especially during the current commercial down turn. One of my priorities as ISBA President will be to demonstrate to Government how advertisers can be part of the solution to drive positive consumer choices in society. "

ISBA's Director General, **Mike Hughes**, congratulated Mark on his appointment: "Coors have a longstanding relationship as one of ISBA's key members and I am delighted to welcome Mark as our new President.

"He brings with him a wealth of experience, and his proven marketing and general management skills will benefit ISBA and all our advertiser members greatly in the current challenging financial climate.

"I also want to thank sincerely John Clare for his three years as President. He has provided both clear leadership and wise counsel throughout his term, for which I would like to extend ISBA's, and my own, true gratitude."

Notes to editors:

- ISBA is the voice of British advertisers – companies and not-for-profit organisations of all sizes. Our members include almost 450 leading UK advertisers, whose combined spend on marketing communications exceeds £10 billion each year.
- Our role is two-fold: to protect the freedom to advertise responsibly, and to enhance the effectiveness of our members in doing that.



- We help our members advertise as efficiently and economically as possible. But we are also advocates, voicing their collective interests and ambitions to Government, regulators, media owners, agencies and other industry bodies.
- In addition ISBA provides high-quality services to its members including practical consultancy advice, updates on industry developments, a free legal helpline, best practice guidance, briefing seminars and expert training.

Mark Hunter, Coors Brewers CEO, and Mike Hughes, ISBA Director General, will both be available for interview on Tuesday 27 January. To arrange an interview or for further comment please call Matt Aston on 020 7291 9020 or 07775 902958.