

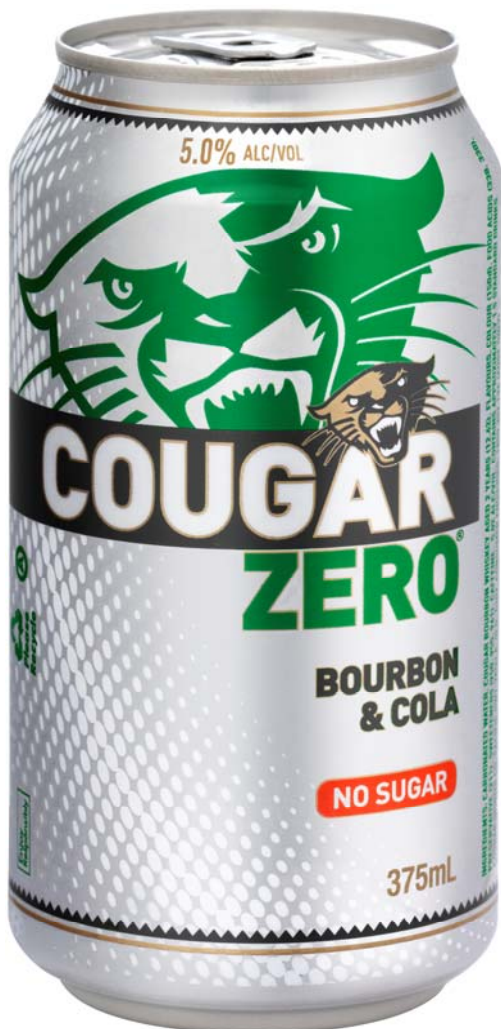
Cougar Zero

Australia's first sugar-free bourbon & cola RTD

Media Release: 26 October 2006

Lovers of Cougar Bourbon will soon be able to enjoy their favourite bourbon and cola RTD without sugar. All thanks to the innovative new Cougar Zero – a sugar-free bourbon and cola RTD to be launched in time for summer.

Part of the Cougar franchise, Cougar Zero is Australia's first ever sugar-free bourbon and cola RTD, containing zero sugar, low carbohydrates and low kilojoules. Cougar Zero will be available nationally in bottle shops and venues from the end of October 2006.



Aimed at 18-27 year old males who are already loyal to the Cougar brand, Cougar Zero appeals to their desire to keep looking good. It taps into the increased awareness of sugar-free products amongst trend-savvy consumers. Cougar Zero eliminates the coated mouth-feel that often resides with other RTD products, making it more palatable to many drinkers.

“Cougar Zero provides an opportunity for the brand to stand out in an increasingly competitive and cluttered drinks market,” said Brea Herde, Senior Brand Manager – Dark Spirits. “Cougar Zero meets an unmet consumer need in dark spirit RTDs and will restimulate interest in this category and attract new consumers to the brand.”

Cougar Zero will build brand awareness over the peak summer selling period with a dedicated advertising campaign to be rolled out nationally through Print, Radio and Outdoor media. The Cougar Zero creative will leverage off the massive “Master the Cougar Arts” campaign currently in the market.

Cougar Zero RRP is \$14.99 for a 6-pack.

For more information on “Master the Cougar Arts” please visit www.cougararts.com.au.

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