



**ASX RELEASE**

**SUPL**

**The following release was made to the  
Australian Securities Exchange Limited today:**

**"CUB and Asahi extend Australian Partnership"**

**Released: 16 August 2010**

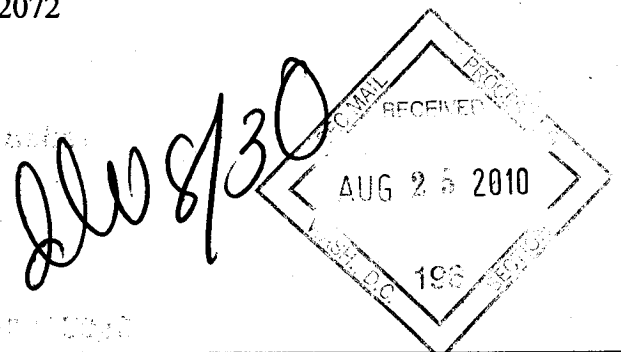
**Pages: 2**

**(including this page)**

**FILE NO: 082-01711**

*Foster's Brewing*

If you would prefer to receive this notification by email please reply to  
[kerry.macnab@fostersgroup.com](mailto:kerry.macnab@fostersgroup.com) or  
Ph: +61 3 8626 2072



**FOSTER'S GROUP**

77 Southbank Boulevard Southbank Victoria 3006 Australia GPO Box 753 Melbourne Victoria 3001  
Tel 61 3 9633 2000 Fax 61 3 9633 2002 Foster's Group Limited ABN 49 007 620 886 [www.fostersgroup.com](http://www.fostersgroup.com)



16 August 2010

## **CUB AND ASAHI EXTEND AUSTRALIAN PARTNERSHIP**

Carlton & United Breweries and Asahi Breweries Ltd, brewer of Japan's leading exported beer, Asahi Super Dry, today extended a long term exclusive license to sell and market Asahi Super Dry in Australia.

"We have a longstanding relationship with Carlton & United Breweries and we're delighted it is set to continue", said, Asahi Breweries Ltd President & Chief Operating Officer Mr Naoki Izumiya. "We are extremely pleased with Asahi Super Dry's performance in Australia and are confident Carlton & United Breweries will continue to position the brand for future growth."

Since 1992, Asahi has been amongst Australia's favourite premium imported beers. Under this new agreement, the brand is positioned for rapid growth in coming years.

"Asahi continues to be a leading brand in the Carlton & United Breweries portfolio and we're delighted to cement our partnership with Asahi," said Carlton & United Breweries Managing Director, John Pollaers. "We value this extended long term agreement and are proud to have built the Asahi brand into Australia's favourite Japanese beer."

---

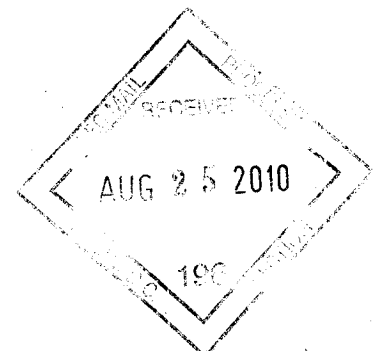
### **Further information:**

#### **Media**

Troy Hey  
Tel: +61 3 8626 2085  
Mob: +61 409 709 126

#### **Investors**

Chris Knorr  
Tel: +61 3 8626 2685  
Mob: +61 417 033 623



---

## **FOSTER'S GROUP**

77 Southbank Boulevard Southbank Victoria 3006 Australia GPO Box 753 Melbourne Victoria 3001  
Tel 61 3 8626 2000 Fax 61 3 8626 2002 Foster's Group Limited ABN 49 007 620 886 [www.fostersgroup.com](http://www.fostersgroup.com)