

Company Announcements Office
Australian Stock Exchange Limited

ACQUISITION OF BLUETONGUE BREWERY PTY LIMITED BY PACIFIC BEVERAGES PTY LTD

Sydney, 5 December 2007: Coca-Cola Amatil Ltd (“CCA”) today advises that its 50:50 alcohol joint venture company with SABMiller plc, Pacific Beverages Pty Limited (“Pacific Beverages”), has acquired 100% of the issued shares of Bluetongue Brewery Pty Ltd (“Bluetongue”) from a syndicate including John Singleton and others. Pacific Beverages has also entered into a long-term agreement with John Singleton to further develop and strengthen the Bluetongue premium beer brands.

Bluetongue was launched in November 2003 and operates from an established boutique brewery of in excess of 50,000 hectolitres in capacity in Cameron Park near Newcastle, New South Wales (NSW). Bluetongue’s premium beer brands include Bluetongue Premium Lager, Bluetongue Premium Light, Bluetongue Traditional Pilsner, Bluetongue Alcoholic Ginger Beer, and Bondi Blonde.

The growing consumer acceptance of the Bluetongue brands has been rewarded with sales growth of over 70% year to date in 2007. Bluetongue Premium Lager was awarded New Product of the Year at the Australian Liquor Awards in 2004.

Terry Davis, the Group Managing Director of CCA, said, “The acquisition of Bluetongue Brewery adds a fast-growing and uniquely Australian premium beer brand to Pacific Beverages’ existing portfolio of imported premium beers and fits perfectly with our strategy of developing our presence in the Australian premium beer market. We have been looking for some time for a premium local beer brand and could not have found anything better positioned in the category than Bluetongue.”

John Singleton said, “The Bluetongue brand has grown well beyond my expectations and its acquisition by Pacific Beverages will give it the opportunity to fully realise its potential. With CCA’s sales and distribution strength, Bluetongue will now be better placed to compete more effectively on a national scale in the highly profitable Australian premium beer market.”

Pacific Beverages has continued to achieve very strong penetration with its three premium beer brands, Peroni Nastro Azzurro, Miller Genuine Draft and Pilsner Urquell. For the full year, CCA expects volumes to grow by more than 100% over the prior year when the brands were under other distribution arrangements. This growth has been achieved through targeted brand advertising, outlet execution, and the benefits of expanding availability through CCA's large customer network. "The sales penetration achieved by Pacific Beverages in its first twelve months of operation has been outstanding and consumer acceptance of our premium beer brands has exceeded our expectations. Our core capabilities in sales, distribution and customer relationships, and SABMiller's brewing and premium beer brand management expertise, have delivered beyond our internal targets and will now be utilised in further developing the Bluetongue premium beer brands in Australia", Mr. Davis said.

"John Singleton has a long and successful track record in marketing and advertising innovation in Australia and we are looking forward to working with him to accelerate the growth of the Bluetongue premium beer brands in Australia", Mr. Davis said.

The acquisition price is subject to confidentiality and therefore not disclosed. However, the cost is not material to CCA or SABMiller.

Key Facts

Pacific Beverages: Pacific Beverages is the 50:50 joint venture between Coca-Cola Amatil Limited and SABMiller plc, one of the world's leading brewers, to sell and distribute imported premium beer in Australia. Pacific Beverages imports SABMiller's international premium beer brands, Peroni Nastro Azzurro, Miller Genuine Draft, Miller Chill and Pilsner Urquell into the Australian market.

Pacific Beverages also sells and distributes the premium spirit portfolio of global premium spirits distributor Maxxium. Major brands include Jim Beam, Canadian Club, Remy Martin, Cointreau, The Famous Grouse and ABSOLUT VODKA.

Bluetongue: Based in Newcastle, NSW, Bluetongue was launched in November 2003. Premium beer brands include Bluetongue Premium Lager, Bluetongue Premium Light, Bluetongue Traditional Pilsner and Bluetongue Alcoholic Ginger Beer, and Bondi Blonde. The company currently employs 47 people.

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