

BHL Banks Holdings Limited

NEWS RELEASE
September 2nd, 2009

Banks Beer now available in a convenient 4-pack

BANKS BEER CONTINUES TO BE a market leader with its newest packaging innovation, the Banks Beer 4-pack.

Brand Manager (Ag.) **Christian Gibbs** said, "With the launch of Banks Beer 4-packs in Shell Convenience Stores across the island on September 1st, we became the first in the English speaking Caribbean to utilise the Hi-Cone 4-pack. It is convenient, easy to carry and very sturdy. We are very excited about the possibilities this packaging offers for the brand and we expect to roll out the 4-pack to the rest of the trade in the coming weeks."

Hi-Cone Sales Manager- Latin America & the Caribbean **Oscar Dominguez** was on the island to oversee the introduction of Banks Beer's 4-pack to the trade. He said, "We believe Banks will be very pleased with the public's response to its 4-pack. This packaging has been successfully utilised in several markets including the United States."

He added, "The 4-pack is also very environmentally friendly. The exterior material used to make the 4-pack is photodegradable which is perfect for a sunny island such as Barbados. If a consumer is negligent and does not dispose of the packaging properly, the sunlight will degrade it. However, we encourage everyone to properly dispose of waste at all times."

The Banks bottles are packed in fours at the respective locations using Hi-Cone's Brand Pak™

machine by B&B's skilled merchandising staff.



PIX CAPTION:

B&B Channel Representative Troy Best (left) and Hi-Cone Sales Manager for Latin America and the Caribbean Oscar Dominguez completing the 4-packs at Shell Wildey.



PIX CAPTION: The handy new Banks Beer 4-pack 'rolled out' in Shell Convenience Stores across the island on September 1st.