



International Beverage to Showcase Latest Single Malt Scotch Whiskies at TFWA Singapore 2010

International Beverage Holdings will showcase three new single malt whiskies at the forthcoming TFWA Asia Pacific Exhibition, 11-13 May 2010.

The three exclusive releases, Old Pulteney WK499 Isabella Fortuna, Speyburn Bradan Orach, and Old Pulteney 30 Year Old will be introduced to event visitors as part of the company's ongoing travel retail portfolio offer.

The Old Pulteney WK499 Isabella Fortuna is a limited edition, cask strength bottling of Old Pulteney, the first to be created specifically for the Travel Retail market. It is matured in first fill Bourbon oak casks and gives a smoothly complex and sweet taste of light brown sugar and sweet coconut, with rich creamy toffee balanced by notes of green apple, lemon and mandarin orange. It was launched exclusively with World Duty Free shops in British airports in December 2009 and rolled out world-wide from April 2010.

The Speyburn Bradan Orach, bottled in 100cl at 40% ABV, is an ideal gift and has been available exclusively to Travel Retail in this format since November 2009. Bradan Orach is Gaelic for golden salmon and the whisky is the only distillery to use the fresh spring water from the Granty Burn in the Speyside region of the Scottish Highlands. Speyburn is a classic single malt with a wonderfully balanced taste and long-lasting finish.

Launched to global domestic markets in June 2009 and now available to Travel Retail, Old Pulteney's 30 Year Old is officially the brand's oldest whisky. Distilled at the most northerly distillery in the UK mainland, this exclusive super-premium whisky embodies the wind-swept and rugged character of the far North. Matured at the distillery for 30 years in American White Oak it offers connoisseurs of fine spirits and luxury Scotch whisky enthusiasts an intensely complex malt.

International Beverage Holdings will also showcase its wider and award-winning spirits and beer portfolio including Mekhong Original Thai Spirit, blended Scotch whiskies including Hankey Bannister, Drummer, MacArthur's and Catto's and will treat visitors to free Chang Beer which will be chilled to perfection and available in the Exhibition Bar.

James Bateman, Global Travel Retail manager for International Beverage says:

"Travel retail is a key sales platform in International Beverage's brands strategy for 2010 and a fully integrated sales and marketing strategy is in place to grow and develop our core focus brands within this sector. Our continued presence at TFWA Asia Pacific Exhibition underlines our commitment to invest in the travel retail channel and is the perfect platform to introduce our award-winning brands to the wider Asian/Pacific market."

The TFWA is the world's biggest duty free and travel retail association and this year's Asia Pacific event will take place from 9th-13th May 2010 in Singapore. International Beverage Holdings' stand will be located at M1.

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Notes to Editors

International Beverage Holdings (www.interbevgroup.com) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. With a network of regional offices in Asia, Europe and North America, the company is responsible for the production, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Inver House Distillers (www.inverhouse.com) is globally integrated into International Beverage Holdings and drives the distillation and maturation of Scotch through its five distilleries.

International Beverage brands include:

- Chang Beer: Thailand's iconic beer brand
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: 'The Spirit of Thailand' since 1941
- Caorunn - a small batch distilled Scottish Gin infused with 5 Celtic botanicals

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.