

ERIK JUUL-MORTENSEN
President, Tax Free World Association
and
President, Maxxium Global Travel Retail

Erik Juul-Mortensen joined Danish Distillers in 1987 as Vice-President of the newly established export and duty free division and was promoted in 1990 to Senior Vice-President and Export Director. In 1996 followed the promotion to International Director.

Following the acquisition in December 1999 of Danish Distillers by V&S Vin & Sprit AB and subsequent changes to the business structure, Erik Juul-Mortensen transferred to the newly created business unit in Stockholm, V&S International Brands, with the title of Senior Vice President and Commercial Director.

With the creation in October 2001 of a new duty free & travel retail unit to handle all V&S brands in this special market including ABSOLUT Vodka, he was promoted to President, V&S Global Duty Free & Travel Retail.

Erik Juul-Mortensen has been a member of the Management Committee of Tax Free World Association since 1985, and was Vice-President from 1986-97. Mr. Juul-Mortensen was in charge of the Association's marketing and communication for nine years, drawing on his considerable commercial experience of the duty and tax free sector. In September 1999 he was elected President of Tax Free World Association.

Erik Juul-Mortensen was a member of the Board of Fris Skandia A/S until 2004 and in the period from January 2003 to November 2004 also in charge of the day to day running of V&S Group's subsidiary company in Germany, V&S Deutschland GmbH, where he was a Board member from 1987 to 2005.

In October 2005 Erik Juul-Mortensen joined Maxxium Worldwide B.V. in Amsterdam as President, Maxxium Global Travel Retail. This follows the expansion of Maxxium GTR beyond Europe and Asia Pacific to cover a number of new regions, including the US market, Central & South America, The Middle East, India and Africa as well as some Eastern European markets which make Maxxium GTR a true global force.

V&S Group (www.vsgroup.com) is a Swedish-owned leading producer and distributor of spirits and wine in Northern Europe, and one of the world's ten largest international spirits companies. The product portfolio includes own brands for local, regional and international sales, as well as agency products. The Group has operations in 12 countries and worldwide distribution on about 125 markets. The most important brand is ABSOLUT, the third largest premium spirits brand in the world. The Group has approximately 2,200 employees and sales in 2004 amounted to SEK 9.3 billion (approx. USD 1,149 million).

Maxxium Global Travel Retail, one of the top three global travel retail suppliers of spirits and wines, is a division of Maxxium Worldwide BV, which is jointly owned by four independent drinks companies – The Edrington Group, Jim Beam Brands, Remy-Cointreau and V&S Group. As well as representing its shareholders' brands - The Famous Grouse Scotch Whisky, Jim Beam Bourbon, Remy

Martin Cognac and ABSOLUT Vodka amongst others, Maxxium Global Travel Retail also acts as distributor for a number of premium third party brand owners including Jose Cuervo, Jägermeister, Whyte & Mackay, Faustino, Masi, Beringer Blass Limited, Brown Brothers, Maison Louis Latour, Marchesi Antinori SRL and Robert Mondavi Winery.