

PRESS RELEASE

7 May 2008

**MAXXIUM GLOBAL TRAVEL RETAIL ADJUSTS FOCUS ON
EUROPE SOUTH AND MIDDLE EAST**

Maxxium Global Travel Retail is delighted to announce the appointment of Mariska Van Beukering to the role of Marketing Manager for Europe South and Middle East reporting to Glen Williams, Regional Director.

Van Beukering will be responsible for developing and implementing marketing campaigns in close liaison with the Maxxium shareholders and their partner brands within Belgium, France, Greece, Italy, Luxemburg, the Netherlands, Spain, Turkey, the UK and the countries of the Middle East.

She will work with the brands and the country managers on major marketing activities such as the regional launch of ABSOLUT MANGO, the extension of promotional activities around The Black Grouse which was first revealed last autumn, the unveiling of an innovative labeling promotion for the iconic Famous Grouse, the animations around the fast growing brands Jim Beam and Sauza, the ongoing Rémy Martin 'Heart of Cognac' campaign and the 'Cointreaupolitan' cocktail tasting promotions in key airports.

She will also facilitate the interface with trade customers through the development of tailor-made presentations and collect and analyse market data to develop strategic planning.

Prior to her appointment Van Beukering was Marketing and PR Manager for TelecityGroup for the Netherlands, France and Sweden, and brings with her finely honed skills in marketing, communications, international project management and promotions planning.

The post was previously occupied by Laurent Cosson who was promoted to Commercial Director Maxxium Global Travel Retail in October 2007.

Ends



Note:

Maxxium is the global sales, marketing and distribution partnership of The Edrington Group, Rémy Cointreau, Beam Global Spirits & Wine and V&S Group. The portfolio of premium spirits and wines includes ABSOLUT, Rémy Martin, The Famous Grouse, Jim Beam, The Macallan, Piper-Heidsieck, Sauza, Cointreau, Plymouth Gin, Canadian Club and Highland Park.

Press Information

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