

PRESS INFORMATION
30 April 2008

PROTÉGÉ MAKES SMART APPOINTMENT

Protégé International is pleased to welcome Ian Smart, the replacement to Andrew Folson, to their dynamic team as the new Business Development Manager based at the head office in London.



Smart will be the principal point of contact for the team of international consultants operating in key markets in the Middle East and Asia. He will also have specific responsibility for sales promotion and distribution in Europe and Africa.

The newcomer joins an experienced international team comprising David Bevan in Dubai, Gary Leow in Hong Kong, Cornelius Khoo Hong Sin in Singapore, Arun Kumar in India, Tokihiko Uchiumi in Japan. He will liaise closely with Brent Kearney, Director and Production Manager (who is now staying on with Protégé on a part time basis whilst continuing his further education), Mairade Levy, Creative Director and the design team led by Ray Beverley, and will report to André Levy, CEO.

In the course of his career Smart spent 12 years in an international marketing and advertising agency working largely with multinationals based in the Middle East. During a subsequent spell as marketing director for Newby Teas (UK) he focused on East and West Europe, Japan and the USA before moving to a market development and sales management role in Seieffe UK Ltd.

André Levy, CEO: "Ian joins Protégé with vast experience in the sales, marketing and advertising sectors and also has considerable and highly relevant experience in the world of fast moving consumer goods. He will be a valuable linchpin for our international network.

"He will also play a pivotal role in developing the diverse European and African markets where we believe there is unexplored opportunity for our inimitable Wild Geese Collection of Irish whiskeys, our iconic Route 66 beer and our premium selection of tobacco brands such as Silhouettes and the new After Dark."

Ian Smart, Business Development Manager, Protégé International can be contacted on +44 8700 339 866 or ian.smart@protege-international.com and will be on stand L35 at TFWA Asia Pacific 13-15 May 2008.

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