

## More than 20,000 Children Participated in the XXIV Ponyfútbol Tournament that ends today

**Medellin, 19 January 2008.** Bavaria, S. A., through its brand Pony Malta, ratifies again today its commitment and support to the most important children's sport event in the country. The closure of the 2007-2008 Ponyfútbol National Tournament will take place in the afternoon, with the participation of 1.138 teams comprised of 20,484 children from nearly 16 provincial departments in Colombia.

The event, which counted with the participation of children from eight to twelve years, commenced in June 2007 with different regional and national preliminary selection sessions. Today, one of the 32 groups that made it to the final phase will obtain the much desired trophy, which has been awarded three times to the teams of Urabá, Envigado and Córdoba. Antioquia, Medellín, Cali, Cúcuta, San Andrés y Providencia, Nocaima, Bogotá, Tumaco, Cartagena and Manizales participated in the last phase of the tournament. This afternoon, the teams of Tumaco and Fatima will compete for the third and fourth place match at 2:00 p.m., and the teams of Compensar Bogota and Efsae Envigado (tournament winner for the past three years) will compete for the final prize at 3:30 p.m.

Through Ponyfútbol, and within its social investment initiatives, Bavaria has promoted the social exchange of these children and the search of their integral growth. The tournament represents the most significant support of a private company to a soccer team in its initial stage. Thanks to this initiative, children in the country have had the chance to educate themselves on their spare time through a healthy, educational discipline.

The development and the organization of the preliminary process throughout the event – which dates back to 1985 – have been in charge of *Corporación Los Paisitas*, a non-profit entity, which with the support of Pony Malta have managed to give Ponyfútbol the importance it presently has.

Likewise, the monies collected from the entrance fee (\$1.000 pesos in the preliminary phases and \$2.000 pesos in the final phase) will be used to purchase school kits that will be donated to

school that lack financial resources in different municipalities countrywide. This year, the brand will donate 1.200 school kits, along with a Pony Malta six pack. In 2007, the total investment of Bavaria in Ponyfútbol, and in alternate disciplines such as basketball and volleyball amounted to 800 million pesos.

Various of the municipal, district and capital teams that have won the Pony Malta Cup in its 23 editions include: Urabá in 1988, 1995 and 1997; Córdoba in 1998, 1999 and 2000; Envigado in 2005, 2006 and 2007; and La Floresta in 1985 and 1987. This is the first year that San Andrés and Maicao participate in the preliminary national phases. The above indicates that the championship is gaining more and more momentum nationwide.

Players who at present have become professional players in their categories have participated in this tournament: Gerardo Bedoya, Amaranto Perea, Luis Gabriel Rey, Radamel Falcao, Dairo Moreno, Víctor Hugo Montaña, among others. Likewise, the first Ponyfútbol champion coach was Francisco Maturana in 1985, who would subsequently become director of Once Caldas, Atlético Nacional and the Colombian National Soccer Team.

Last June, Pony Malta launched its new image, strategy and value proposal: “nutritious, refreshing energy so that nothing will stop you”. Its communication campaign helped it strengthen this proposal, which emphasizes the fact that by combining the nutritious and refreshing characteristics of the products, consumers will have the energy needed to give their best. Last November, Pony Malta launched its new *pet* presentations. The new 330 cubic centimetre containers are part of the brand image modernization plan.

***Bavaria, S. A.** is the largest beverage company in Colombia. Its beer brands include Águila, Águila Light, Póker, Costeña, Pilsen, Club Colombia, Peroni, Brava, Barena, Redd's, Costeñita, Pony Malta, Agua Brisa, Agua Brisa Spa, Agua Brisa con Gas, Cola y Pola, which are leading products in Colombia.*

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