

Press release



Club Colombia sponsors the Golf Masters

Bogotá, February 1st, 2007. Bavaria, Colombia's leading beverage producer, announces that Club Colombia, its flag premium beer, sponsors the Golf Masters in Bogota, running from February 1st to 4th, looking forward to position the brand among discerning consumers who appreciate quality products, including, of course, golf.

Celebrating its ninetieth anniversary, the Bogota Country Club hosts the Club Colombia Masters. The club has one of the best golf courses in Colombia, a challenging 7,099-yard par-71. Legends that have previously played in the Country Club include Jack Nicklaus, Severiano Ballesteros, and Billy Casper.

The Masters welcomes star golfers such as Paraguayan Carlos Franco, Colombian Camilo Benedetti, and other top 144 players from 31 nations, who currently play in the Tour de las Américas and the European Challenge Tour.

This first version of the US\$175,000 Masters is unprecedented, as this is the first Tour de las Americas – European Challenge Tour co-sanctioned event to be held in Colombia, and therefore, it is currently the most important tournament played in the country.

Club Colombia's presence on the Masters includes outdoor advertising across the field, branded golf carts, giveaways, models, and a specially conditioned bar for the visitors and fans to enjoy the quality and refined taste of Club Colombia. The logo will be also visible in the official shirts and jumpers the golfers will play with.

Commenting on the Masters, Mauricio Leyva, Marketing Vice-president of Bavaria, pointed that "Club Colombia and golf are simply the perfect match. Since the launch of its new image, we are marketing Club Colombia as the result of a very detailed and

careful work that takes time to complete. Golf is indeed a discipline that fulfills these criteria and no one better than golfers to confirm this. In fact, one of our new brand endorsers is Colombian rising star Camilo Villegas, one of the official faces of our last advertising campaign. We proudly announce that golf will remain under our scope in the future and will be for a long time.”

The new image of Club Colombia was launched last November, and it included improvements on its formulation that enriched its taste and aroma, and a new 330 ml, long neck bottle and a shiny golden label. The brand is now also available in 330 ml cans and 330 ml non-returnable bottles.

***Bavaria S.A.** is Colombia's leading beverage company. Its brands Águila, Águila Light, Póker, Costeña, Pilsen, Club Colombia, Brava, Costeñita, Pony Malta, Agua Brisa, Tutti Fruti, Malta Leona, Cola y Pola, are leaders in Colombia.*

For additional information please contact:
DIRECTION OF MEDIA RELATIONS AND CORPORATE IDENTITY
Phone +57-1-638 9290 · Bogotá, D. C.
Maria Clara Gracia Buitrago
mgraciab@grupobavaria.com
BAVARIA S.A.
www.bavaria.com.co

