

Pony Malta backs the U-17 national football team

Bogota, March 7th, 2007. Bavaria, Colombia's leading beverage producer, announces the sponsorship of the U-17 national football team by Pony Malta - the refreshing and nutritious drink that is a favourite among Colombians of all ages -. The U-17 national football team begins to compete this Wednesday in the South American championship, being held in Ecuador.

The company's decision to sponsor the U-17 team with Pony Malta, rather than with beer, is consistent with its responsible marketing policies and its Alcohol Manifesto, a public document that prescribes how alcohol may or may not be marketed across the SABMiller operations worldwide. Bavaria is also presently conducting a responsible consumption campaign, aimed at preventing the sale of beer to minors, called "We can all be parents".

The U-17 national football team is competing in this South American championship for four places in the FIFA U-17 World Cup to be held in South Korea between 18 August and 9 September 2007. In the first round, the Colombia team will compete against Argentina, Uruguay, Paraguay and Venezuela.

This sponsorship forms part of the four year, US\$10 million contract signed between the Colombian Football Federation and Bavaria recently. The teams belonging to the over 18 age categories will have Águila as their official sponsor.

Bavaria S. A. is Colombia's leading beverage company. Its brands Águila, Águila Light, Póker, Costeña, Pilsen, Club Colombia, Brava, Costeñita, Peroni, 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
Maria.Gracia@bav.sabmiller.com
BAVARIA S. A.
www.bavaria.com.co