

'KNOW YOUR LIMIT' WITH TIGER'S ANTI-DRINK DRIVE PILOT

Media Release

For immediate release



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In partnership with key nightspot operators – MoS, St James and Zouk - and the support of Traffic Police, joint effort promotes 'don't drink and drive' in Singapore

Singapore, 30 May 2007 – Asia Pacific Breweries Singapore's (APBS) flagship brew, Tiger Beer announced today the launch of its anti-drink drive pilot, *'Know Your Limit'*, with the support of **Traffic Police** and key nightspot operators, **Ministry of Sound, St James Power Station and Zouk**, to help keep drink driving in check.

To kick-start the pilot effort, Tiger will equip the participating outlets with hand-held breathalysers to provide complimentary tests on patrons' alcohol consumption levels. This will help clubbers and party-goers know their alcohol consumption level, and deter them from driving if they are close to or above the alcohol limit.

Explaining the rationale for Tiger's *'Know Your Limit'* pilot, Mr Alan Gourdie, General Manager of Asia Pacific Breweries Singapore, said: "In view of the recent spate of drink driving incidents, we felt it was timely for Tiger to take the lead to introduce this joint effort with Traffic Police and Singapore's key nightspot operators to urge Singaporeans to be safe and responsible road users.

"The provision of breathalysers is not a means to an end, but a reality check for the patrons. The message is clear - if you drink, don't drive. For the past 22 years, APB has been working closely with the Traffic Police and we have launched many successful programmes to educate the public about the dangers of drink driving. As the leading brewer in Singapore, we believe in a positive drinking experience that not only promotes the enjoyment of quality beers but also highlights the importance of responsible drinking and driving," added Mr Gourdie.

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In line with Tiger's *'Know Your Limit'* pilot, the Ministry of Sound (MoS) is working closely with the management of Clarke Quay to offer drive home valet services to clubbers. In a bid to warn pub-goers of the dangers of drink driving, MoS has also put up anti-drink driving posters at their premises, and their bar staff have been trained to refrain from selling alcohol to clubbers who are already intoxicated. (For more details, refer to enclosed Appendix A)

Said Mr Bernard Lim, Executive Vice President, LifeBrandz Ltd, "At Ministry of Sound, we not only want our patrons to enjoy their clubbing experience, but also place great emphasis in ensuring their night out is a safe one. This initiative complements the other measures we are implementing to deter our patrons from drink driving, and will take us a step further in our efforts to ensure the safety of our patrons as well as other road-users."

Ms Dawn Tan, Centre Manager of Clarke Quay, said, "As the owner of one of the most popular nightlife & entertainment destinations in Singapore, Clarke Quay's management is committed to help educate the public on responsible drinking and driving."

In line with Tiger's *'Know Your Limit'* pilot, St James Power Station's team of frontline staff, especially valet, has been trained to look out for highly intoxicated patrons at all times, and to advise these patrons against driving home. The mega entertainment complex currently offers complimentary overnight parking and drive-home valet service for its patrons who drive. Its valet staff count is strengthened to make the current drive-home valet service more efficient for its patrons who wish to opt for the service. More anti drink driving posters would be put up to increase the awareness within the entertainment complex. (For more details, refer to enclosed Appendix B)

"Drinking and driving is an irresponsible act. At St James, our customer service philosophy goes beyond ensuring our patrons having a good time at our complex, it includes having our patrons' welfare in mind by doing our best to prevent such irresponsible behaviour," said Mr Dennis Foo, Chief Executive Officer of St James Power Station.

Another partner of the Tiger *'Know Your Limit'* pilot, Zouk remains committed to its current anti-drink drive measures, which includes its in-house drive home valet service, complimentary all-night parking as well as a breathalyser installed on its premises. In

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addition, Zouk's bar staff has been specially trained to avoid serving drinks to intoxicated clubbers and its experienced in-house valet team will persuade drunk guests to refrain from driving. (For more details, refer to enclosed Appendix C)

"As a socially responsible club for the past 16 years, Zouk has always taken a proactive stance to curb drink driving, especially in actively supporting the Traffic Police's 'anti-drink drive campaign' yearly. Besides embracing and promoting their initiatives, Zouk also contributes donations towards the costs of their promotional materials that spread the message of drinking responsibly far and wide," said Ms Tracy Phillips, Marketing Manager of Zouk.

Traffic Police has been actively disseminating the anti-drink drive message but some people are still adopting a tolerant attitude towards drink driving, which is a socially irresponsible behaviour that takes lives. They choose to take the chance, fully aware of the legal and moral consequences of drink drinking, and worse still, put their lives and that of their fellow road users at risk.

"Drink driving is a highly irresponsible act that that can easily cause the loss of innocent lives on the roads. Therefore, a zero-tolerant attitude should be adopted towards drink driving, and everyone should play a part in driving home the anti-drink drive message by having the courage to stop their friends and loved ones from driving if they drink. Those who have had a drink should get a friend who is sober to send them home or use public transport or valet service. Don't let your night of fun and enjoyment result in a life of guilt and regret. Just don't drink and drive," said Deputy Superintendent of Police Simon Ng, Commanding Officer of the Road Safety Branch of Traffic Police.

With strong support by the Traffic Police and Singapore's leading nightspot operators, Tiger's *'Know Your Limit'* anti-drink drive pilot looks set to pave the way for additional opportunities where the homegrown beer can work together with more nightspot operators to foster a responsible drinking and driving culture in the burgeoning nightlife environment of Singapore.

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About Tiger Beer

Tiger Beer, brewed by Asia Pacific Breweries Singapore (APBS), is one of Singapore's most recognised icons globally. As a leading homegrown brew, Tiger Beer is currently brewed in seven countries and is available in over 60 countries in Europe, the US, Latin America, Australia and the Middle East.

Tiger Beer has been winning global acclaim through the years. In its 75-year history, the brew has picked up over 40 international accolades and awards. The most notable include the Gold Medal at the Brewing Industry International Awards, UK, 1998 - the equivalent of the Oscar Awards for the brewing industry - and more recently, the gold medal at the European-style Pilsner category of the 2004 World Beer Cup, considered 'the Olympics' of beer competitions by the industry.

Through its close involvement in sports, dynamic brand campaigns and innovative sponsorships, Tiger has positioned itself as a leading contemporary beer brand across the world. Tiger Beer has become a recognisable and sought-after premium beer and was named UK CoolBrand in 2004, 2005 and 2006.

About Ministry of Sound

Ministry of Sound Singapore (MoS) was opened by mainboard-listed LifeBrandz in December 2005. The iconic dance club is currently the biggest Ministry of Sound club worldwide. Featuring a modern design housing various music concepts engineered with the best of audio systems, MoS offers clubbers a treat both visually as well as audibly. Clubbers can choose to enjoy different music at various rooms such as the house-playing Pure, disco-themed Studio 54, Smoove with its hip-hop urban tunes, or the Main Arena where international acts draw in the crowds.

About St James Power Station

St James Power Station is Singapore's largest night entertainment complex, designed for those in search of a refreshing entertainment complex like none other in the region. Nine distinctive outlets of live entertainment and music styles are housed in this 70,000 sq ft of seaside space, located in the premise of Singapore's first coal-fired power station built in 1927. It is situated at the alluring HarbourFront precinct next to VivoCity, the largest retail and lifestyle complex in Singapore.

About Zouk

Zouk is a 16 year old dance institution responsible for originating and cultivating the electronic music and club scene in Singapore, placing it firmly on the international map by being voted one of the best clubs in the world, year after year by local and foreign press. Zouk continues to be an innovator of the scene, pushing creative boundaries and disciplines to remain cutting edge yet maintaining commercial success.

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