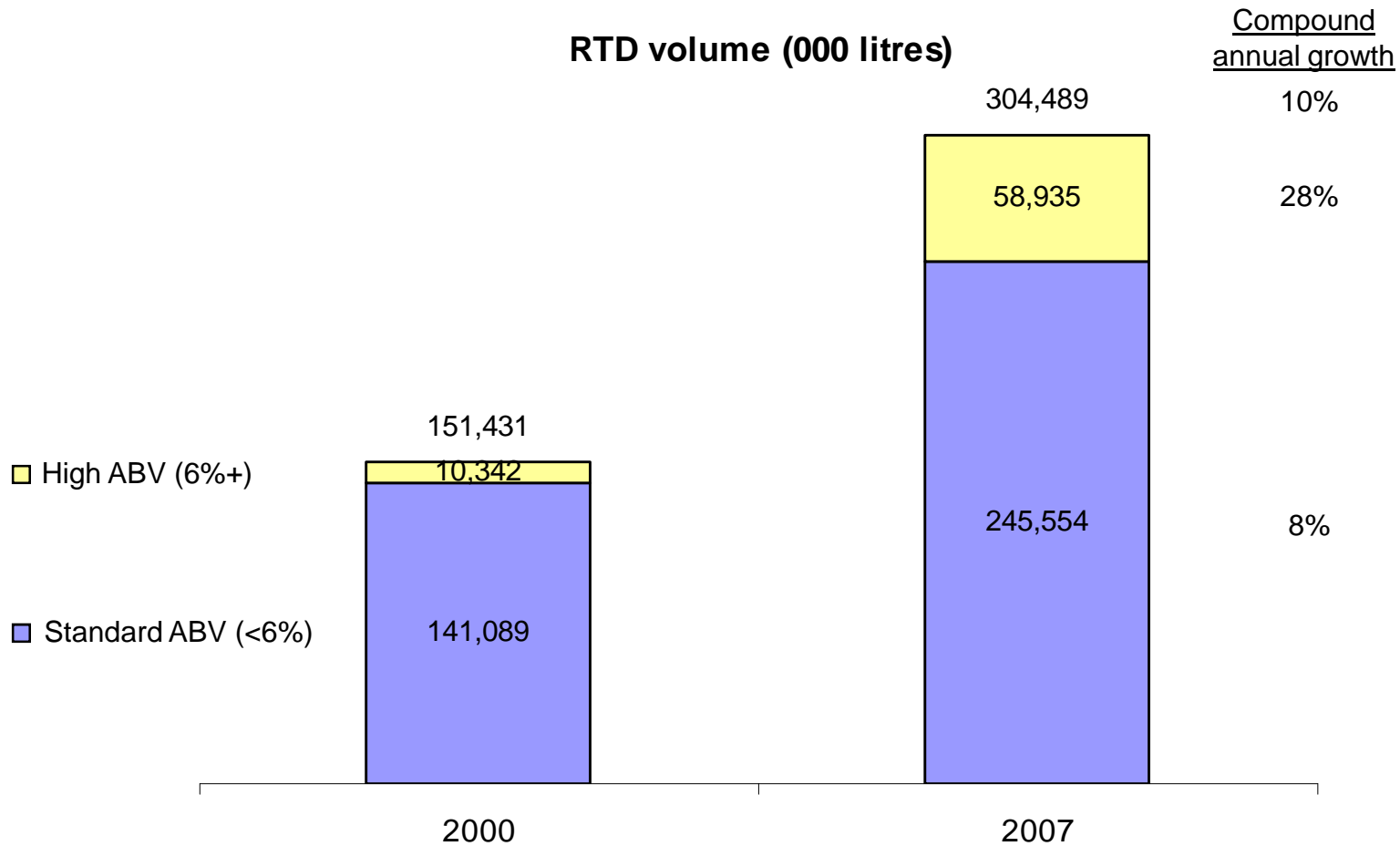
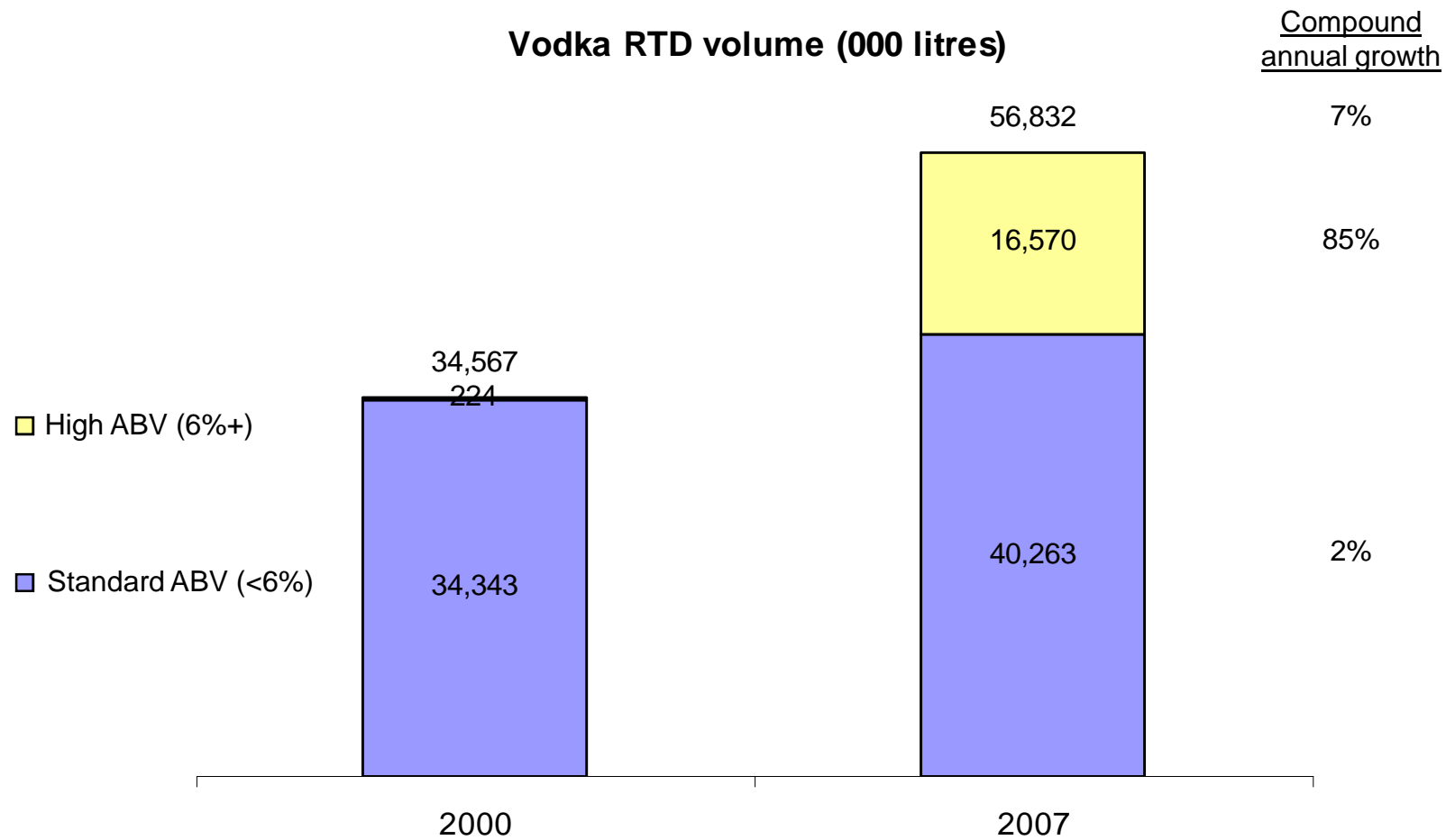


There was significant growth in the RTD category up until 2007, with a trend towards high alcohol drinks



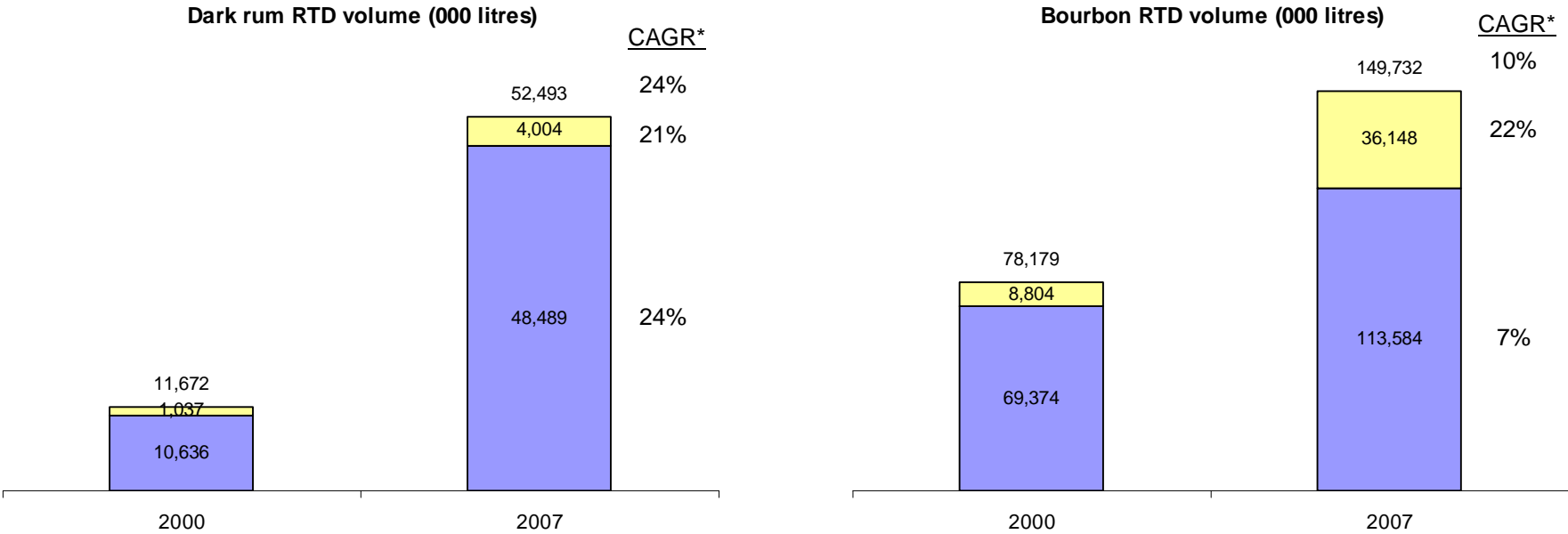
Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

The trend toward high alcohol RTD's is strongest in the vodka category



Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

Dark RTD also contribute to the string growth of high alcohol RTDs

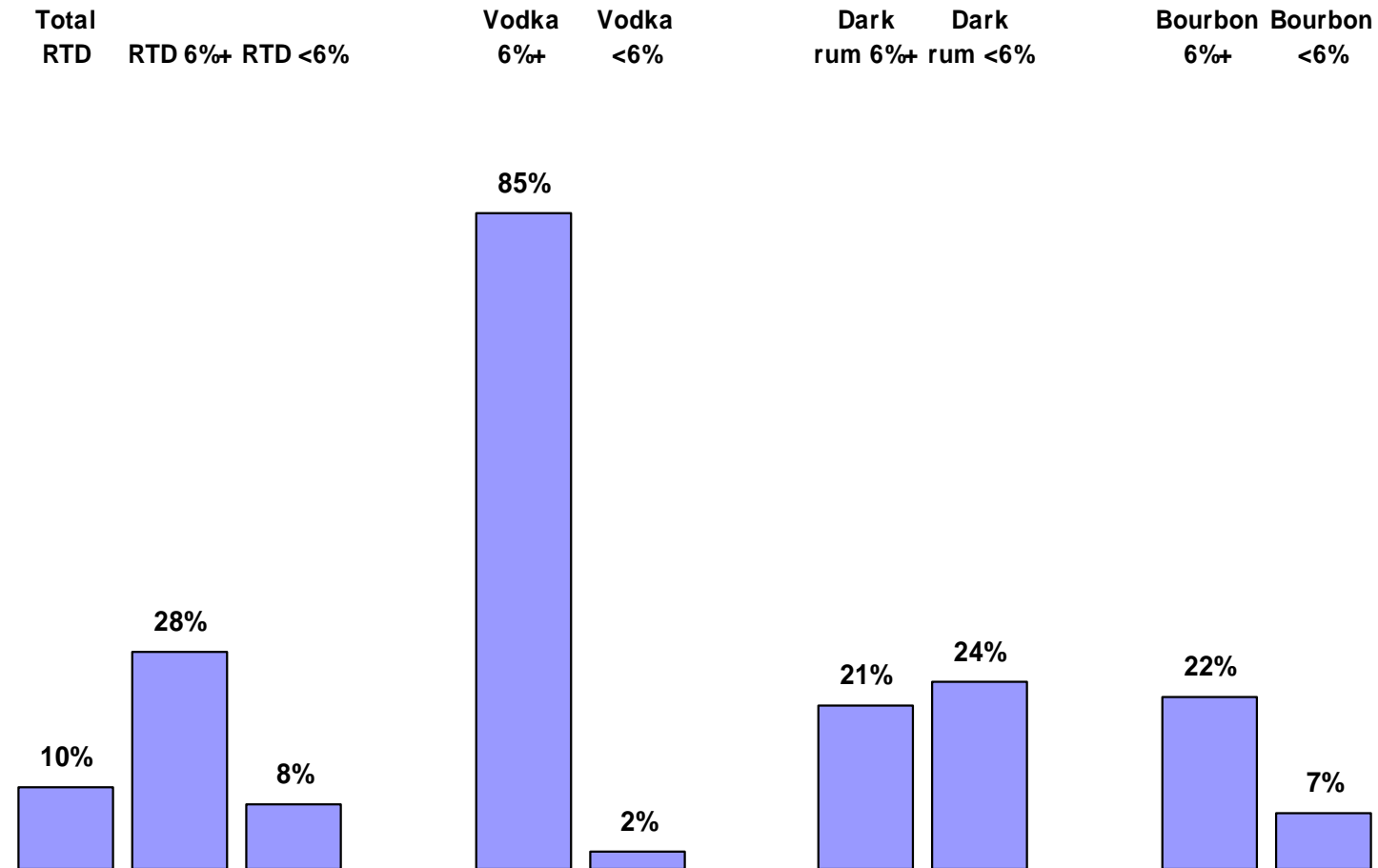


*Compound annual growth rate

Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

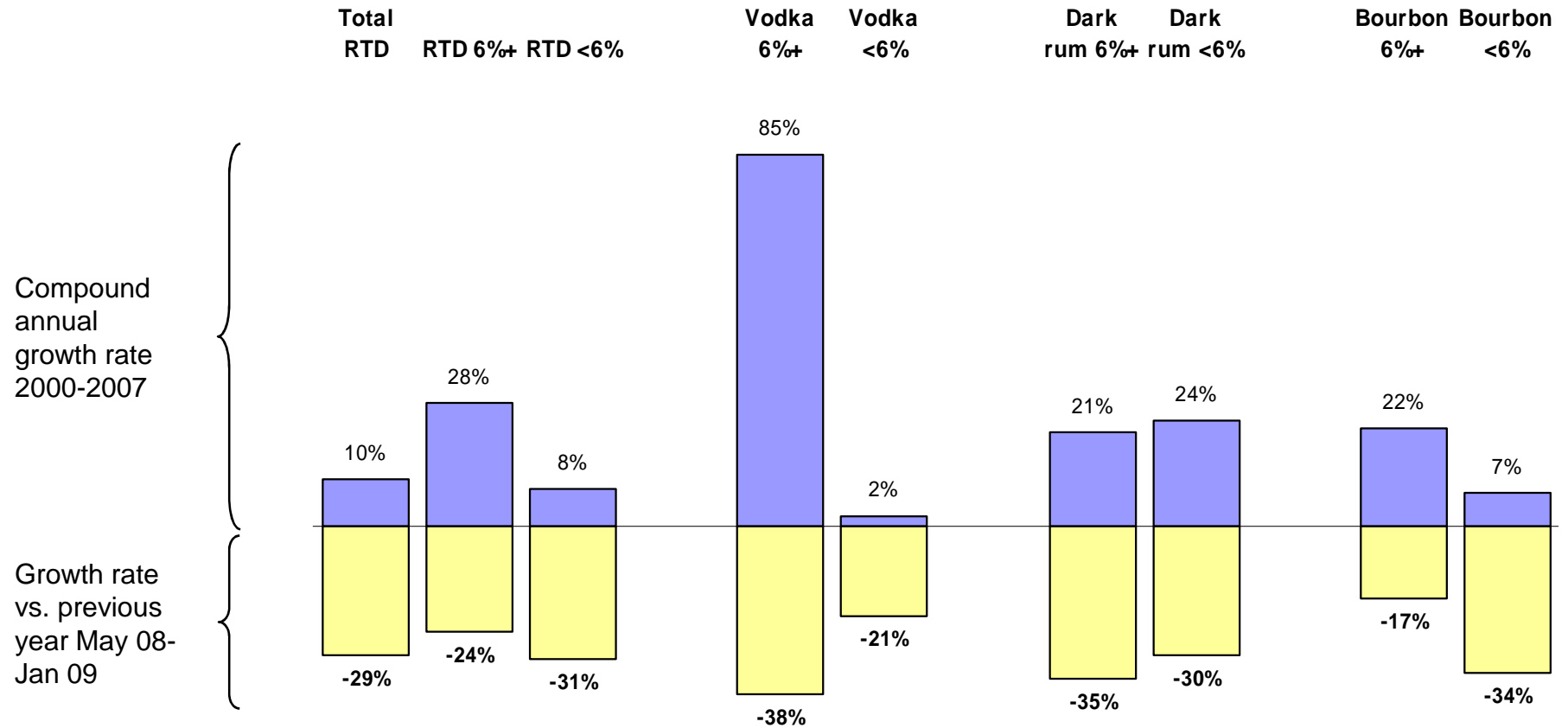
High alcohol vodka RTD has grown at the greatest rate of all RTD categories since 2000

Compound annual growth rate 2000-2007



Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

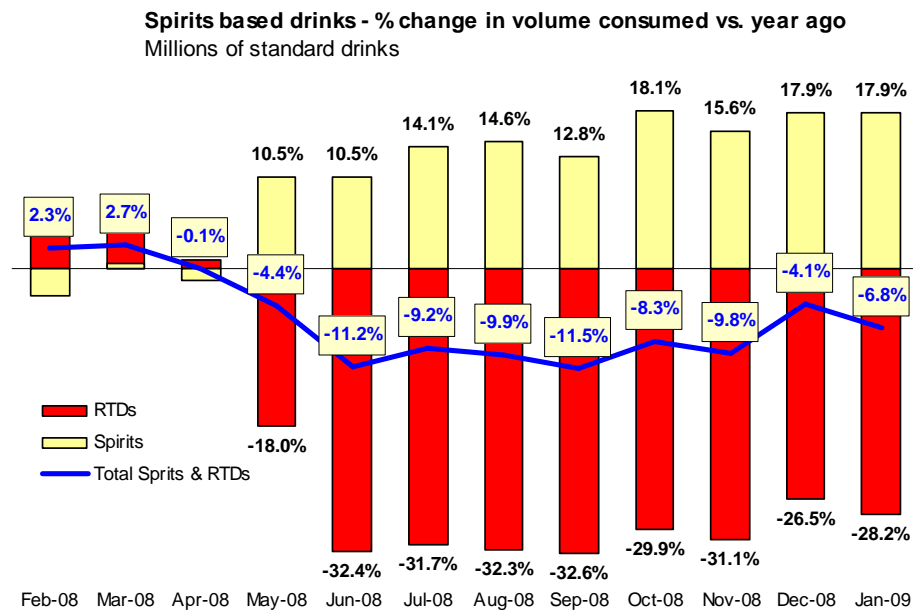
High alcohol vodka has shown the greatest rate of decline since the increased RTD tax was introduced in May 2008



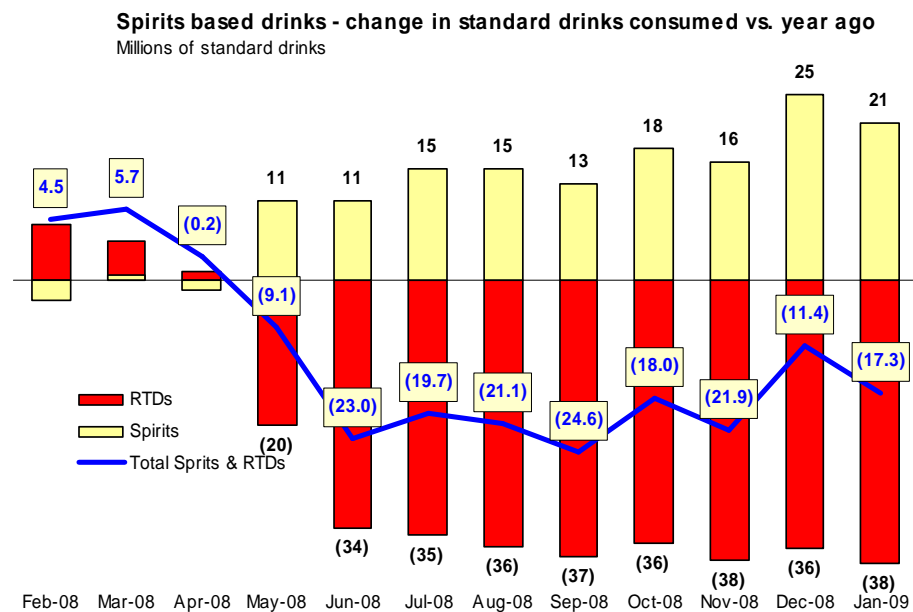
Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

The number of spirits based drinks has decreased since introduction of the tax

% change in standard drinks vs. year ago



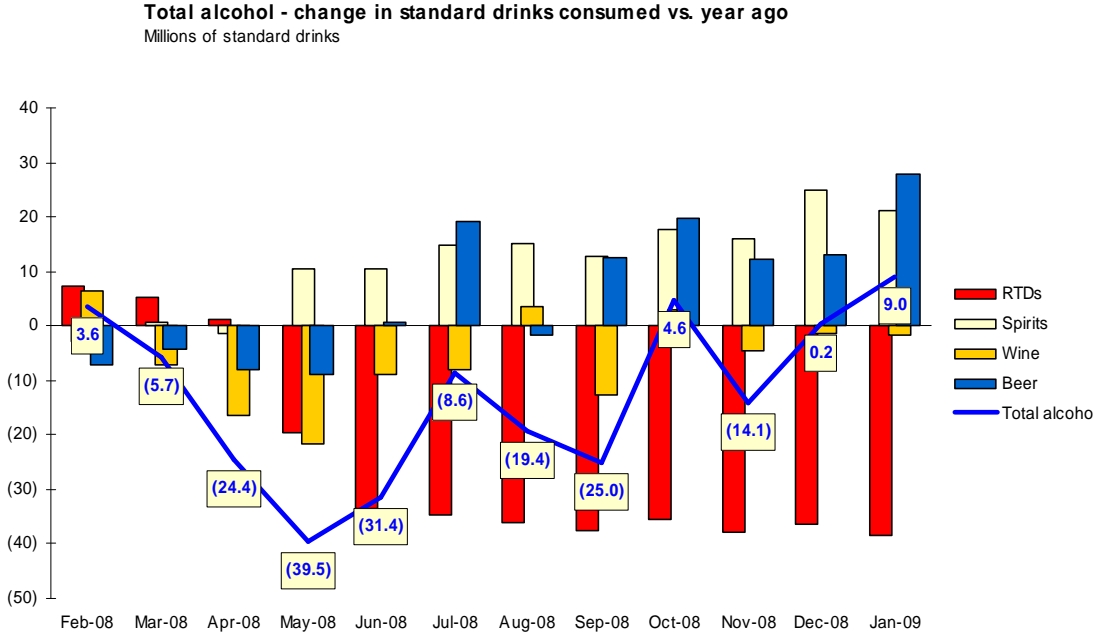
Number of standard drinks change vs. year ago



Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

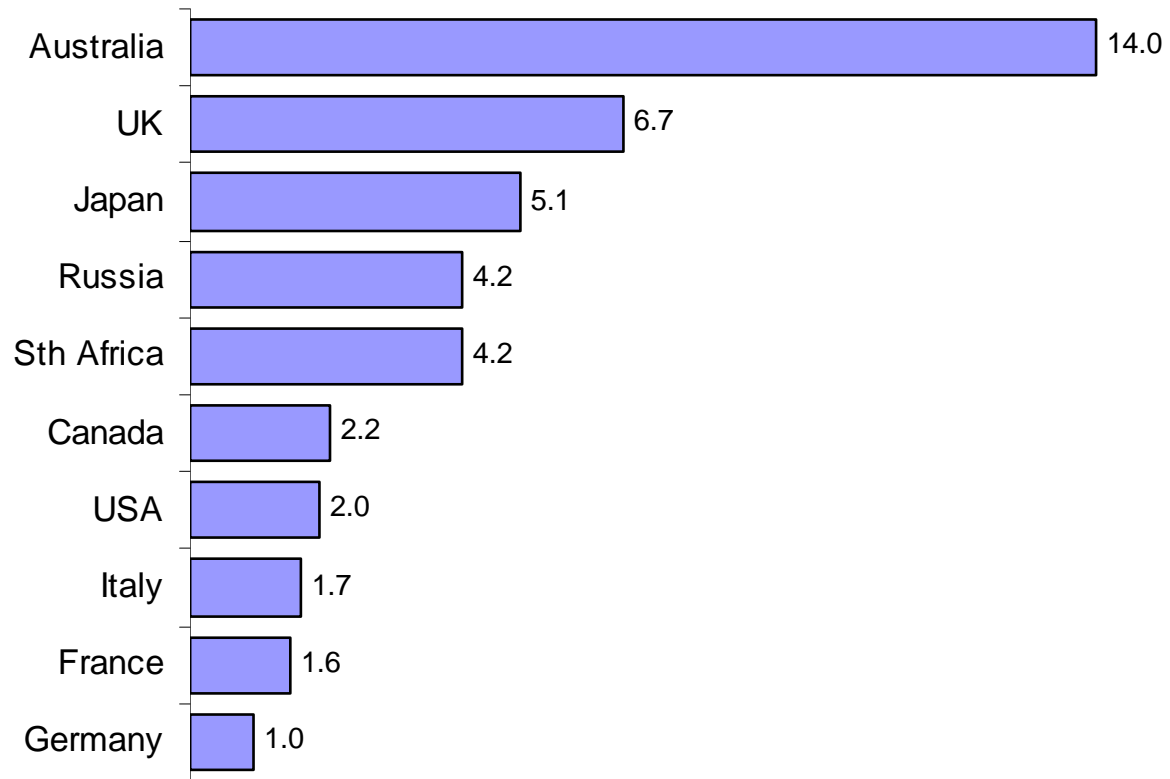
Total number of standard drinks sold since April 08 has declined by 148.6 million on previous year

Total number of standard drinks change vs. year ago



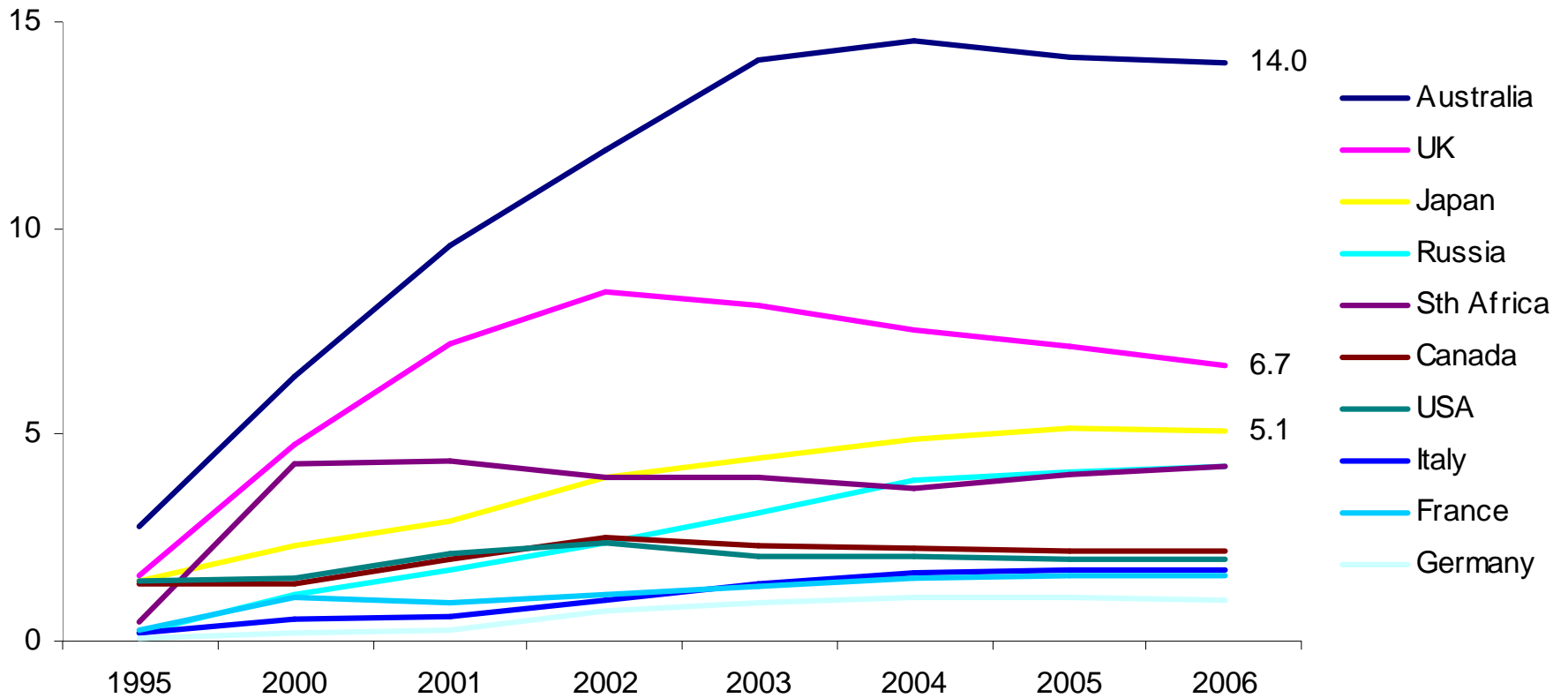
Source : Nielsen ScanTrack Liquor volume. Data to January 2009 Nielsen ScanTrack Liquor is a widely used and respected 5 state measurement of total alcohol sales in the Australian off premise and hotel channels.

RTD per capita consumption
(2006; litres per person, total population)



RTD per capita consumption

(trend; litres per person, total population)



Source: Impact Databank: The Global Drinks Market