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PRESS RELEASE

Incentivated and Emap² Radio create 'First Pint Friday' for Strongbow

Innovative sponsorship deal encourages drinkers to reconsider cider as first pint.

Emap² Radio today announced that it has signed an exclusive sponsorship deal with Scottish & Newcastle's Strongbow cider brand. The £300,000 campaign across radio and mobile will encourage people to choose Strongbow as their first drink of the evening and supports Strongbow's current TV campaign focusing on 'Total First Pint Refreshment'.

The campaign begins on 21st May and will run for six weeks. It follows the success of Emap Advertising's sponsorship campaign for Scottish & Newcastle's Foster's brand last year.

The campaign sees the creation of 'Strongbow First Pint Friday' in 66 pubs across major UK conurbations including Birmingham, Edinburgh, Newcastle & Manchester, where the first 100 people into the venue on a Friday night will each receive a free pint of Strongbow. Listeners to Emap's Kerrang! Radio and Big City Network – eleven stations in total – will be encouraged to go to the venues through live presenter reads and on-air trails.

The campaign is targeting 25-35 year old men and a Strongbow WAP site is being created. Emap² Radio are working in partnership with Incentivated to provide a location based service, where consumers can text a number then their location is detected; details of their nearest Strongbow First Pint Friday venue will then be sent to them. The WAP site will host a wide array of content this audience would want to download on a Friday night, including ringtones, jokes and wallpapers. Details of the WAP site will be sent to an Emap Advertising text database every Friday afternoon at 3pm to remind them to take advantage of 'Strongbow First Pint Friday'. Street teams will also operate outside each venue encouraging people in.

The deal was negotiated by Vicki Knights, Head of Sponsorship at Emap² Radio and Michaela Newton-Wright, Account Manager at Mediavest.

Fiona Seath, Brand Manager-Strongbow at Scottish & Newcastle UK said: "We were impressed with the creative campaign Emap Advertising produced for Foster's last year and we are delighted with the campaign they have created for Strongbow brand. Once again Emap Advertising has delivered a campaign that will engage our target audience and position the brand perfectly. We look forward to a successful run of Friday night events across the UK for our consumers!"

Vicki Knights, Head of Sponsorship at Emap² Radio: "This is the first time we have created a campaign for Strongbow and it's a testament to the success of the campaign we created for Fosters last year. This activity will drive trial, putting a pint of Strongbow in over 1,000 people's hands every Friday, and will create a huge buzz about the brand with its target audience."

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managing mobile interactivity

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Notes to Editors

Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, Hilton Group, OneTel, Scottish Power and Macmillan Cancer Support.