



Lion Nathan Appoints Saatchi & Saatchi to Hahn Super Dry

Sydney, Australia – 10 August 2009: Lion Nathan today announced it has appointed long term agency partner Saatchi & Saatchi as lead creative agency on its premium low carb brand, Hahn Super Dry.

Margaret Zabel, National Marketing Director, Lion Nathan Australia said: "Saatchi & Saatchi has proven to be a great agency partner over the past 14 years and we're please to extend their role to include this important brand."

A new through-the-line campaign for Hahn Super Dry is planned for launch early next year, with communications building on the success of Hahn's previous campaigns. Saatchi & Saatchi's remit will include tapping into key insights around the brand's modern Australian male target market, and bringing creative ideas to life in the unique and irreverent tone of the Hahn brand.

Saatchi & Saatchi CEO John Foley commented, "We're absolutely delighted that Lion Nathan have entrusted us with their Hahn Super Dry brand. The team put in a phenomenal effort into the pitch and we're now really looking forward to getting started."

Saatchi & Saatchi was initially appointed by Lion Nathan in 1995 to work on a range brands. The agency was subsequently appointed to the Tooheys NEW and Tooheys OLD brands in 2004. This latest appointment now includes Hahn Super Dry and its mid-strength variant, Hahn Super Dry 3.5 in their scope of work.

The incumbent agency, BMF Sydney, have worked on the Hahn Super Dry brand since 2007. Lion Nathan brands XXXX GOLD, XXXX BITTER, West End Draught, Tooheys Extra Dry and 5 Seeds remain in BMF Sydney's portfolio.

For more information contact Lauren Collie, Lion Nathan on 0448 217 315 or lauren.collie@lion-nathan.com.au

Background:

- Lion Nathan is committed to investing in building great brands, spending 8-10 per cent of net revenue on marketing initiatives
- Lion Nathan operates a Power Brand strategy in Australia, concentrating investment behind lead national brands XXXX GOLD, Tooheys NEW, Tooheys Extra Dry, Hahn Super Dry, J. Boag & Son, Heineken and Beck's
- Lion Nathan's roster of creative agencies includes BMF, Host, Saatchi & Saatchi, Holler Sydney and Publicis Mojo