

Media Release

4 June, 2010

Western Australian Brewer Joins Perth 2011

Renowned Western Australian brewer Little Creatures today joined the exciting journey towards the Perth 2011 ISAF Sailing World Championships, signing on as a Bronze Level Sponsor and Official Beer of Perth 2011.

The popular Little Creatures beer and cider range is currently available in every Australian state and is shipped internationally to the United Kingdom, Singapore, New Zealand and Denmark.

Perth 2011 Director of Commercial Operations Darren Beazley is excited about the tremendous opportunities ahead, in the lead up to and during the World Championships.

“Little Creatures produces Western Australia’s favourite beer at one of Fremantle’s favourite destinations, which makes them a natural fit as the Official Beer of the Sailing World Championships,” Mr Beazley said.

Mr Beazley explained that by partnering with a major international sporting Event of the calibre of Perth 2011, the Little Creatures brand would greatly increase its national and international brand awareness and have the opportunity to promote its exciting product range.

“Come December 2011, this Fremantle ‘institution’ will be located in the epicentre for the Perth 2011 ISAF Sailing World Championships. Little Creatures will have the chance to promote their quality beverages to an audience that will provide them with tremendous local, national and international exposure. Perth 2011 is delighted to have a partnership with a brewer that is ‘best of breed’, uniquely Western Australian and mirrors our youthful approach to promoting the World Championships,” Mr Beazley said.

Little Creatures Head of Creative Development Miles Hull agreed that the marketing and promotional prospects are exciting and that Perth 2011 and the brewer had today formed a mutually beneficial partnership.

“Given our Brewery’s location in the heart of the World Championships, we are very excited that one of the biggest sailing events in Australian sporting history is coming to Fremantle,” Mr Hull said.

“We trust that visitors, tourists and locals alike will enjoy our great beer, amongst the fantastic atmosphere that this world-class Event will bring to the Fremantle waterside,” he said.

“Perth 2011 is a great opportunity not just for Western Australia but Fremantle, in particular, and we’ll be highlighted on the national and international stage. Fremantle has such a terrific community and Little Creatures is very proud to be playing a major role in partnering with Perth 2011 to promote it to the world.”

Little Creatures also has a sister company in the eastern states called ‘White Rabbit Brewery’, which brews and packages beer under the ‘White Rabbit’ label in the Yarra Valley, Victoria.

**To speak with Mr Beazley or Mr Hull about this exciting announcement, please contact
Perth 2011 Communications and Public Relations Coordinator Samantha Scott on
PH: +61 (8) 9335 2688, M: 0417 177 598 or via email – samantha.scott@perth2011.com.**

THE DREAM BEGINS IN PERTH!

Media Contact:

Samantha Scott - Perth 2011 Communications and Public Relations Coordinator

Phone: +61 (8) 9335 2688 | Mobile: + 61 (0) 417 177 598 | E-mail: samantha.scott@perth2011.com | Website: www.perth2011.com