

Media Release

SPRING FORWARD WITH MOUNT FRANKLIN PINK LIDS IN OCTOBER

MOUNT FRANKLIN TO WORK WITH THE MCGRATH FOUNDATION TO SUPPORT WOMEN DIAGNOSED WITH BREAST CARE AND THEIR FAMILIES

Sydney
Wednesday 5 May 2010

Pink will be on everyone's lips this October, with Mount Franklin turning its lids pink once again to celebrate Breast Cancer Awareness Month in support of the McGrath Foundation.

Mount Franklin, Australia's premium spring water brand, and one of the Top 10 Most Trusted brands in Australia* will donate \$250,000 to the McGrath Foundation in 2010 to help fund McGrath Breast Care Nurses in communities right across Australia and also help educate young women to be breast aware.

Rena Chatterjee, Coca-Cola Amatil's Marketing Manager, Water, said that Mount Franklin has long been involved with the breast cancer cause, turning its lids "pink" in October, Breast Cancer Awareness Month.

"We're thrilled to build this partnership with the McGrath Foundation as the next phase of the Mount Franklin pink lids campaign," Ms Chatterjee said.

"We have enjoyed a wonderful partnership with the National Breast Cancer Foundation (NBCF) over the past four years which has seen more than \$1 million in funds going towards breast cancer research.

"We are still very committed to supporting the breast cancer cause, and after a long, valuable and productive relationship with the NBCF, Mount Franklin is excited to be able to focus on a different aspect of the breast cancer experience, the vital need for support for women and their families.

"McGrath Breast Care Nurses provide support to women diagnosed with breast cancer and their families from diagnosis right through their treatment and beyond, in rural, city and regional communities throughout Australia. This is a very important support service and we're very proud to help through our Mount Franklin campaign."

Tracy Bevan, Executive Director of the McGrath Foundation, said the Mount Franklin pink lids in the market in October will be another sign of the growing breadth of McGrath Foundation supporters and another example of a McGrath Foundation Corporate Friend using their marketing clout to help spread the Foundation's message of breast awareness and support.

"We're proud to partner with such a community-minded business like Coca-Cola Amatil and we believe that Mount Franklin will help us get one step closer to achieving Jane's dream of every Australian woman diagnosed with breast cancer and her family having access to a breast cancer nurse."

The partnership with the McGrath Foundation will see Mount Franklin placing the McGrath Foundation's logo and signature nurse icon on Mount Franklin pink bottles. The logos will be on Mount Franklin Still Water and Lightly Sparkling, appearing in fridges from September 2010.

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Mount Franklin will undertake a major marketing launch to help promote its new partnership with the McGrath Foundation. Mount Franklin products will be provided to various McGrath Foundation community events, further supporting the Foundation's strong ties to community-driven initiatives.

* Millward Brown survey 2010

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For further information or to coordinate an interview, please contact

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NOTES

Mount Franklin

Mount Franklin is Australia's premier spring water and one of CCA's key brands. Mount Franklin has been a long-term supporter of breast cancer treatment and research, having donated more than \$1 million in funds to the National Breast Cancer Foundation from 2006-2009 as well as millions of dollars worth of product donations, marketing and media support, and staff and customer activities. Mount Franklin is one of Australia's Top 10 Most Trusted brands (Millward Brown 2010) and one of only two Australian brands on the list. Mount Franklin will soon be packaged in a lightweight PET plastic bottle which represents major raw material and carbon savings.

CCA invests more into water quality than any other bottled water company and is a member of the Australasian Bottled Water Institute (ABWI). All CCA's water brands, including Mount Franklin, are subjected to annual technical audits by ABWI approved auditors. In 2009, Mount Franklin, CCA's premium spring water brand, achieved ABWI's "Highest Standard of Excellence."

For more information www.mountfranklinwater.com.au.

McGrath Foundation

The McGrath Foundation was co-founded by Jane and Glenn McGrath after Jane's initial recovery from breast cancer. The McGrath Foundation aims to raise money to fund McGrath Breast Care Nurses in communities right across Australia as well as educating young women to be breast aware.

To find out more about the McGrath Foundation and how you can make a difference, please visit the website (www.mcgrathfoundation.com.au) or join us on Facebook (www.facebook.com/mcgrathfoundation) or Twitter (www.twitter.com/mcgrathfdn) and encourage your friends to do the same.