

Strategic partnership in the Czech Republic:

**Eckes-Granini Group to cooperate with the leading bottled water supplier
Karlovarské Minerální Vody**

Nieder-Olm, August 2nd 2010. The Eckes-Granini Group, one of the leading fruit juice producers in Europe, and KVM (Karlovarské Minerální Vody), the leading bottled water supplier in the Czech market, have concluded a strategic partnership agreement which will take effect on August 1st 2010. Through cooperation in marketing, sales and logistics, the partners are confident to market the international premium brand granini and YO syrup premium brand successfully in the Czech Republic and Slovakia. "This strategic partnership is yet another step forward in keeping with our international expansion policy," notes Thomas Hinderer, President and CEO of the Eckes-Granini Group. The Czech Republic and Slovakia are attractive European markets which offer additional potential for the granini and YO brands, both of which are already familiar to consumers in the region.

In KVM – the leading bottled water supplier in the Czech Republic, with a brand portfolio that includes such brands as Mattoni and Aquila – the Eckes-Granini Group has found a partner with outstanding expertise in the field of premium brand marketing as well as in-depth knowledge of both relevant markets. With its large sales force and a wide distribution network, KVM is also well equipped to serve as the exclusive marketer of granini and YO in the Czech Republic and Slovakia. "The Eckes-Granini Group is the ideal partner who can offer products with the best quality, popular with consumers throughout Europe. We believe that we are able to use the potential of those brands to the fullest", says Alessandro Pasquale, KVM's Managing Director.



“We are two strong partners who stand for premium quality and new, innovative impulses in the fruit beverage market in the Czech Republic and Slovakia,” explains Pascal Philipp Managing Director Export Eckes-Granini. He expects that top priority will be given to tapping the potential of the granini and YO brands to the fullest and achieving a leading position in the market. Equal emphasis will be placed on expanding distribution in the retail trade and establishing a firm foothold in the out-of-home sector. The granini portfolio for the retail trade in the Czech Republic and Slovakia encompasses a variety of juices and nectars in 1.0-liter PET bottles; the 0.2-liter returnable bottle is offered in the out-of-home sector. YO premium syrups are available in retail stores in 0.7-litre PET bottles with the unique anti-spill cap. Both conventional advertising campaigns and extensive below-the-line activities are planned in support of brand development.

The Eckes-Granini Group: The Eckes-Granini Group GmbH based in Nieder-Olm (Germany) is now one of the leading brand producers of fruit juices and fruit beverages in Europe. With 14 national organizations in Europe and roughly 1,450 employees, the Group recorded an annual turnover of 827 million Euro in 2009. Eckes-Granini plans to pursue continued organic growth supplemented by acquisitions and strategic partnership in Europe.

Karlovařské Minerální Vody (KMOV): Karlovařské minerální vody, a.s. (KMOV) is the largest producer of mineral and spring water in the Czech Republic. At present, the company fills, bottles, and exports natural and flavoured Mattoni and Magnesia mineral water, natural and flavoured Aquila spring water, and several types of iced tea. The company has been operating successfully not only in the Czech and Slovak Republics, but also in 20 other countries worldwide. KMOV has approximately 350 employees.

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