

PRESS RELEASE

Eckes AG: New Supervisory Board in place

Nieder-Olm/Rhineland-Palatinate, August 26, 2010. The Supervisory Board of Eckes Aktiengesellschaft of Nieder-Olm has undergone a change of membership. The new Chairman is Axel Hamm, a partner at Baker & McKenzie in Frankfurt, who previously served on the Supervisory Board from July 2005 to July 2008. The shareholders also elected two new members to the Board at the General Membership Meeting on 25 August 2010. Christian Köhler, currently Managing Director of the Brands' Association and an independent consultant, has held numerous executive management positions at international brand producers, including Mars, Kraft Foods und Tchibo. Thierry Paternot is an operating partner at Duke Street Capital in Paris and has acquired substantial brand marketing expertise in previous management positions at L'Oréal and Reemtsma, among other companies.

Peter Thiel has resigned as Chairman of the Supervisory Board in accordance with the by-laws of Eckes AG, having reached retirement age. He will continue to serve as Chairman of the Advisory Board of the Eckes Family Foundations. Bernard Huber and Dr. Holger Karsten have also left the Supervisory Board.

The new Supervisory Board is composed of the following members:

- Axel Hamm (Chairman)
- Dr. Karl Brings (Deputy Chairman)
- Thomas Hübner
- Stefan Kobold
- Christian Köhler
- Thierry Paternot

Shareholders Harald Eckes-Chantré and Heidrun Eckes-Chantré emphasized that the new members of the Supervisory Board are prominent and extraordinarily successful representatives of German and European industry. "With the newly constituted Supervisory Board, the company now has outstanding prospects for further successful development in the years to come." The shareholders also expressed special thanks to former Supervisory Board Chairman Peter Thiel for his significant contributions to the restructuring and progressive development of the corporate group over a period of many years.

The changes in the Supervisory Board have taken place against the background of the altered shareholder structure of Eckes AG. In May 2010, Harald Eckes-Chantré purchased the shares held by his cousins Michael and Peter Eugen Eckes, thereby increasing his interest in the company to 47 percent. The remaining shares in Eckes AG are now held by his sister Heidrun Eckes-Chantré (23 percent) and the Eckes Family Foundations (30 percent).

At its first meeting, the new Supervisory Board resolved to appoint Thomas Hinderer, the former spokesman for the Executive Board of Eckes AG and currently Chairman of the Executive Board of the Eckes-Granini Group, as Chairman of the Executive Board of Eckes AG.

Eckes Aktiengesellschaft operates as a straight financial holding company. It is represented by the Eckes-Granini Group GmbH, which holds a leading position in the European fruit beverage market with granini as an international premium brand alongside strong local brands, including hohes C, Joker, Marli, SIÓ, YO Syrup, Brämhults and Elmenhorster. The Group is composed of national organizations in Germany and 13 other European countries. Its products are sold in over 70 countries. The Eckes-Granini Group recorded volume sales of roughly one billion litres and net revenue of 827 million EURO in business year 2009.

ECKES

For further information please contact:
Engel & Zimmermann AG, Sybille Wacker
Unternehmensberatung für Kommunikation
Am Schlosspark 15, 82131 Gauting
Telephone: 0 89 / 89 35 633
E-mail: info@engel-zimmermann.de