

Draw the crowds this summer with a

# FREE AUSSIE TEAM SHIRT

WORTH \$60 WITH EVERY PROMOTIONAL CASE. \*\$12P&H PER SHIRT.

XXXX GOLD Beach Cricket is back and bigger than ever. There will be more legends, greater rivalry and a fantastic FREE\* AUSSIE TEAM SHIRT promotion to ramp up your sales. Don't miss this exciting opportunity.

## LAST YEAR'S TOUR

Last summer's tour was a huge success. Every event sold out and more than 7.1 million watched the coverage on TEN. From October to January 07, sales rose 8.7% and 'brand adorners' doubled in the Sydney and Adelaide markets.



## XXXX GOLD

XXXX GOLD is Australia's second largest beer brand with 10.5% of the beer market volume share and a massive 56% share of the total mid-strength market. Last year alone, XXXX GOLD recorded a sales growth of 8.9%. (Source - ACNielsen June 2007)



DON'T MISS THE **XXXX GOLD** ACTION THIS SUMMER. CALL LION NATHAN ON 13 15 13.