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NEWS RELEASE

BANKS BEER ANNOUNCED AS OFFICIAL BEER OF WEST INDIES CRICKET

Banks Holdings Limited (BHL) and the West Indies Cricket Board (WICB) have announced a new partnership for the upcoming six-match series between the West Indies and England.

The agreement, which was disclosed during an official media briefing in the President's Suite at Kensington Oval last week, will see Banks Beer becoming the ***'Official Beer Partner of West Indies vs England 2014'***.

"It gives us great pleasure to partner with the WICB. We have a longstanding relationship with the WICB and even longer partnership with the Barbados Cricket Association. Anything in Barbados that has sports, the Banks Holdings Group, and by extension Banks Beer, has been involved," said Ray Chee-A-Tow, Chief Commercial Officer of BHL.

In keeping with that philosophy, Chee-A-Tow said the bigger picture lay in the overall development of cricket in the region.

"As Banks Beer has done in Barbados, it will continue to play a major role in the development of sports throughout the wider Caribbean, especially for our beloved cricket," he said.

"We believe that what the WICB has rolled out with the 'We vs Them' campaign fits like a glove with what we have in mind and have planned for the upcoming matches in Antigua and Barbados."

Also in attendance at the press briefing was Bernard Frost, Group Marketing Manager of Banks Holdings Ltd; Michael Muirhead, Chief Executive Officer of the WICB; and Nelecia Yeates, Commercial Manager of the WICB.

"We want to say 'thanks to Banks' for being part of the West Indies Cricket family," said Muirhead.

"It is a pleasure to be unveiling this deal which we think will help to support cricket in the West Indies – and I say cricket in the West Indies even more so than West Indies cricket. We have brought many sponsors on board as we look to develop the game, and with Banks Beer joining, we expect that much more will happen in the near future."

While not giving specifics, Muirhead said the WICB's deal with the 'Beer of Barbados' would extend beyond the home series against England.

"It takes cash to care and the development of cricket is critical to the success of the West Indies team," he said.

"We have had a relationship with Banks Beer before and it is one that has been nurtured over the years...now they are coming on board in a more wholesome manner. With more and more corporate partners coming to the table, we are certain that plans can be put in place to ensure that West Indies cricket continues to thrive and survive for years to come."

The upcoming series will feature three One-Day International matches at the Sir Vivian Richards Ground in Antigua (February 28th, March 2nd and 5th) and three T20 Internationals at Kensington Oval in Barbados (March 9th, 11th, 13th).



CAP. 1 Ray Chee-A-Tow, Chief Commercial Officer of BHL, Bernard Frost, Group Marketing Manager of Banks Holdings Ltd and Michael Muirhead, Chief Executive Officer of the WICB discussing the contract.

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