Banks Holdings Limited

NEWS RELEASE
July 6, 2009

Three loyal shop owners in St. Peter recognised

THE WINNING SHOP OWNERS in the parish of St, Peter for Banks Beer's ongoing 'Showdown' Trade promotion have been presented with their prizes.

First prize winner, **Petra Jackman** said, "Banks Beer is my #1 selling beer. When they are ordering, my customers ask for the 'gold award' and I know they mean a Banks. This promotion worked very well for me."

The traditional grocery promotion focuses on a specific parish each month with three customers from the parish having the opportunity to win prizes. Each shop is assessed on product compliance, highest percentage increase, brand loyalty and total sales.

At the end of the promotion, grand prizes of $30, 000 and $10, 000 will be awarded.

1st Prize- Captain's Shop

Location: Benn Hill, St. Peter
Opening Hours: Determined by customers
Proprietor: Petra Jackman

The Captain's Shop has been in operation for over 10 years. Proprietor Petra Jackman describes the family owned and operated business as a traditional Bajan shop. "Customers can find a little bit of everything here, from canned foods to biscuits and beverages" she said.

Caption: *B&B Pre-Seller Glenroy Parris (left) congratulates first prize winner Captain's Shop's Proprietor Petra Jackman. Jackman received a 37-inch flat screen television.*

2nd prize- Sandra's Bar

Caption: *Keith Asforis of Sandra's Bar's (right) was the winner of a surround sound-system. At left is B&B Pre-Seller Glenroy Parris.*

***3rd prize* - Eat's Bar**

Caption: *Valerie Edwards of Eat's Bar (right) accepts the third prize of a karaoke system from B&B Pre-Seller Ronald Johnson.*