



FOR IMMEDIATE RELEASE

Contacts for Media:

Freddy Nyangezi
Corporate Affairs Manager
P.O. Box 131, Kigali, RWANDA
mobile: +250 788302304
e-mail: fnyangezi@heineken.com

BRALIRWA Ltd TO RENEW ITS SPONSORSHIP OF THE PRIMUS NATIONAL FOOTBALL LEAGUE SEASON 2012/2013

Kigali, September 21st 2012 – Bralirwa Ltd agreed to continue to support the development of Rwanda football by sponsoring the Primus National Football League 2012 / 2013 season. This announcement was made by Bralirwa Ltd and FERWAFa officials during a joint meeting held today at FERWAFa offices.

Bralirwa Ltd supported Rwanda football for the last three years through a sponsorship contract which ended summer 2012. The sponsorship package from which 47 % of the amount directly benefit clubs through prize money and participation fees, is expected to improve the standards of local football.

“This sponsorship is a strong platform for the Primus brand to connect with its consumers. It is a winning combination of the most popular sport and the most favored beer in Rwanda. With the extension of this sponsorship , Bralirwa with its flagship brand Primus, renews its commitment to bring enjoyment to its consumers” said **Jan van Velzen, Bralirwa’s Director of Sales and Marketing.**

Every year Bralirwa engages in a variety of sporting events. This year, Bralirwa through its brand Sprite brought the famous NBA basketball player, Luol Deng from the Chicago Bulls, to Kigali. Through, its Brand Coca-Cola, Bralirwa supported the 4th edition of COPA Coca-Cola interschool football tournament. This sponsorship received over Rwf 40 million from Bralirwa for the last four years. Every year, the two best players of the tournament get a chance to attend a two weeks football camp in South Africa.

“Participating in the development of football in Rwanda and supporting the development of school-football is part of Bralirwa’s commitments as a social responsible company”, explained **Mr. Jonathan Hall, Bralirwa’s Managing Director.** “Bralirwa is and will always be involved in Sport. Stimulating people, bringing enjoyment and giving talent a chance to step up are very important values for us”, he added.

A press conference will be organized soon between Ferwafa and Bralirwa to communicate officially the outcome of recent negotiations.

-- Ends --



Editorial Information:

BRALIRWA Ltd is a Rwandan company producing and selling beers and soft drinks. The Company's beer brand portfolio includes Primus, Mützig, Guinness, Amstel and Turbo King produced in the Gisenyi brewery and Heineken which is imported from Holland. Primus, the Company's largest selling beer brand has been available to consumers since 1959. Since 1974, the Company has been producing and selling soft drink brands under a licensing agreement with The Coca-Cola Company. These include Coca-Cola, Fanta Orange, Fanta Citron, Fanta Fiesta, Sprite, Krest Tonic and the Company's own brand Vital' O.

The Company was founded in 1957 with the construction of a brewery located in Gisenyi. Since 1971, BRALIRWA Ltd is a subsidiary of the Heineken Group, which holds 75% of the shares of BRALIRWA with the remaining 25% listed on the Rwanda Stock Exchange.

As a socially responsible company Bralirwa Ltd supports a variety of projects from Education to Health and Environment.