



NEWS RELEASE

FOR IMMEDIATE RELEASE
July 27, 2009

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AMERICAN BEVERAGE ASSOCIATION AND MUNICH TRADE FAIRS INTERNATIONAL GROUP AGREE ON COLLABORATIVE EFFORT FOR INTERBEV 2010 AND DRINKTEC 2009

WASHINGTON, D.C. - The American Beverage Association (ABA) and Munich Trade Fairs International Group (MMI) today announced their collaboration with InterBev 2010 and drinktec 2009. As part of the alliance, both ABA and MMI will promote the two events within their respective membership and stakeholders, and also will offer exclusive programming geared toward beverage and dairy audiences at each event.

"We welcome drinktec's endorsement and look forward to the energy and global perspective that it will bring to InterBev 2010," Susan K. Neely, president and CEO, ABA, said. "Our collaboration in alternate years gives ABA members and the broader beverage industry an annual opportunity to keep pace with new beverage introductions and technology innovations."

"There is a great fit between these two shows," Petra Westphal, exhibition director, drinktec, said. "InterBev attracts a growing number of beverage leaders from around the world and provides a perfect even-year forum for us. It makes sense for our two groups to collaborate together in today's global economy."

InterBev is dedicated to the entire beverage industry, including producers and distributors of soft drinks, beer, bottled water, energy drinks, juice, ready-to-drink teas, milk, sport drinks, wine, distilled spirits and powdered drinks. InterBev attracts beverage industry professionals including owners, CEOs, sales and marketing professionals, packaging and process engineers, production managers, R&D personnel and marketing, warehousing and distribution managers. InterBev 2010 will take place September 22-24, 2010, at the Orange County Convention Center in Orlando, Fla.

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DRINKTEC/ADD ONE

drinktec is the world fair for beverage and liquid food technology and is the most important trade fair for the sector. Manufacturers and suppliers from all over the world – global companies and SMEs alike – meet here with key producers and retailers of beverages and liquid food products. Within the sector, drinktec is regarded as the number one platform for launching new products on the world market. The fact that the entire production chain is represented at drinktec emphasizes the fair's role as the world's leading trade fair for the sector. Manufacturers come along to present the latest technology for producing, filling and packaging beverages of all kinds, as well as liquid food – including raw materials and logistics solutions. A special feature of drinktec is that entire machinery systems and plants are set up and demonstrated in action, a type of display unique to drinktec. drinktec 2009, which takes place at the New Munich Trade Fair Centre from September 14 to 19, is expected to attract around 1,500 exhibitors from around 60 countries, and around 70,000 visitors from more than 160 countries.

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The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org.

The Munich Trade Fairs International Group (MMI) is one of the world's leading organizers of trade fairs. It organizes some 40 trade fairs for capital goods, consumer goods and new technologies and has special expertise in the dozens of various industries. More than 30,000 exhibitors from over 100 countries and more than two million visitors from more than 200 countries participate in fairs and exhibitions in Munich each year. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and 65 foreign representatives covering 90 countries, MMI has a network that spans the globe. www.messe-muenchen.com.

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