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## **Press Release**

### **XLR8 wins International Breweries Plc (AB InBev) Public Relations Account**

International Breweries Plc, the Nigerian subsidiary of AB InBev, the world's largest brewer has appointed leading communications consultancy, XLR8 to manage its public relations. The appointment which is sequel to a competitive bid, will see XLR8 taking responsibility for all of the company's corporate as well as brand-related communications.

International Breweries is home to celebrated global brands like Budweiser, Castle, Castle Lite and a host of rave-making Nigerian brands like Hero, Trophy, Beta Malt, Grand Malt and many more. Last August, it formally commissioned its fourth brewery in Nigeria, the \$250million Gateway Brewery Sagamu, which holds the record as the biggest brewery in Nigeria and across West Africa. Its other breweries are located in Ilesa, Onitsha and Port Harcourt.

According to Otunba Michael Daramola, the company's Legal and Corporate Affairs Director, "we are building an organization to last – brewing quality beers that consumers love and building brands that will continue to bring people together for the next 100 years and beyond." He added that "evidently, we need excellent partners on this journey. On the basis of its robust pedigree and compelling presentations, we are very confident that XLR8 possesses the wherewithal to add real value to our quest to continue to bring people together for a better world."

Chief Executive Officer of XLR8, Calixthus Okoruwa, enthused that "XLR8 is honoured and humbled by this opportunity to be of service to an organization whose iconic brands have become subjects of awe-inspiring case-studies in the world's best business schools." XLR8, he said, shares the AB InBev dream of bringing people together for a better world. "We will consistently strive to justify the trust and confidence which International Breweries has reposed in XLR8."

Founded in 2004, XLR8 has rapidly grown to become one of the leading and most respected communication consultancies across the West African sub-region. Its

clientele over the years has cut across diverse industry sectors including technology and telecommunications, fast moving consumer goods, banking and financial services, broadcasting and entertainment as well as the public sector. XLR8 continues to provide communications management services for some of the best known brands in the world.

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