

PRESS RELEASE

Zenith Wins InBev China Media Business



Shanghai, Oct 13th, 2008,

Zenith Media has won the InBev account in China after a three-round pitch, competing with OMD, the incumbent agency of InBev, Carat and one local agency.

The annual advertising budget of InBev China is around US\$10 Mill. The major brand owned by InBev in China is Sedrin Beer which will be the first major campaign Zenith will work on. InBev are the largest beer company in China with 10 active brands such as Becks, KK, Double Deer and Pearl River.

Currently Zenith is also the Budweiser media agency in China so this new win further cements this relationship as InBev is currently in discussions regarding acquiring Anheuser-Busch – parent of Budweiser.

