



BIG Cola is searching for BIG fans to support the England National Football Team in Brazil

- BIG Cola is offering its fans a once-in-a-lifetime opportunity to travel to Brazil to see one of the best national teams in the world.
- As Official Partner of The Football Association (The FA), BIG Cola encourages its fans to THINK BIG and to realize their dream of living an exceptional football experience.

Madrid, 25.02.2014. BIG Cola, a leading global soft drink brand and Official Partner to the England National Team, has launched a campaign in search of BIG fans in Indonesia, Thailand and Vietnam who want to live an authentic, once-in-a-lifetime football experience: a trip for two to Brazil to support one of the best national teams in the world.

After renewing its partnership with The FA for two further years in 2013, BIG Cola continues to offer its consumers the opportunity to THINK BIG and make their dreams come true.

In order to participate in this exceptional promotion and have the chance to win the trip to Brazil, BIG fans must follow the local mechanics of the promotion. The campaign will be communicated across television, radio, print media, online, and outdoor advertising.

According to **Jorge López Doriga, Director of Marketing, AJE**, 'Supporting such a strong National Team in Brazil gives us great pride and offers our fans the opportunity to experience first hand the passion and thrill of participating in one of the most important sporting events in the world. BIG Cola and its fans will be cheering for the England National Team from near and far!'



About AJE

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America, Asia and Africa, and with 15,000 direct and indirect employees. Globally, AJE is the 10th largest soft drinks company in sales volume and the 4th largest producer of carbonated soft drinks (source: Euromonitor, 2011). With a strong commitment to "democratizing consumption," AJE reaches out to new consumer groups and provides them with access to high quality products at fair prices. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade and Volt in the categories of water and juices, as well as hydrating and energy drinks. AJE's vision is to be one of the top 20 multinational companies by the year 2020. For more information, please visit: www.ajegroup.com

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