



MEDIA RELEASE

16 January 2009

Australian Pork launches "sizzling hot" summer campaign

Australian Pork Ltd (APL) is preparing to launch a sizzling 2009 summer barbeque promotion to help butchers and independent supermarkets across Australia sell more pork this summer.

The campaign, which aims to increase steak and associated barbeque pork sales, will run from 1 February 2009 – 30 March 2009.

As part of the promotion, customers will have the chance to win one of 5 fantastic 5 night holidays for four people to Voyages Dunk Island!

Customers who wish to enter have two options:

1. Purchase a pork steak at a participating butcher store between 26/1/09 - 30/3/09, obtain unique SMS code from butcher and text to 0416 905 255, along with their full name and address (including postcode) by 11:59pm AEDST 30/3/09.
2. Purchase a pork steak at a participating independent supermarket between 26/01/09 and 11:59pm AEDST on 30/03/09, then customers must text the name of their supermarket, the suburb it's in, their full name and their postcode to 0416 905 255. They'll also need to hold onto their receipt!

This is the biggest summer barbeque campaign Australian Pork Ltd has produced in several years, and will feature an extensive suite of point-of-sale material backed by a comprehensive mainstream media campaign.

APL's General Manager – Marketing, Peter Haydon said the organisation was extremely excited about the campaign.

“We strongly believe that the 2009 Australian Pork summer campaign will add significant volume and value growth for butcher and independent supermarkets nationally,” Peter said.

The campaign will be reinforced by mainstream media advertising including extensive radio, street team and shopping centre advertising.

Although the competition officially opens on February 1, APL urges store managers to position POS materials from anytime after Australia Day (26 Jan 2009). Customers who wish to enter from the 26th of January 2009 will be permitted to enter.

Media contact: Peter Haydon, General Manager - Marketing

Phone 0414 530 424 or email peter.haydon@australianpork.com.au

For further information about materials or general competition enquiries, please contact the appropriate APL State Manager:

- *QLD State Manager* - Craig Smith
Phone: 0417 756 133 Email: craig.smith@australianpork.com.au
- *NSW/ACT State Manager* - Kylie Roberts
Phone: 0400 832 382 Email: kylie.roberts@australianpork.com.au
- *VIC/TAS State Manager* - Mark Hardy
Phone: 0438 951 253 Email: mark.hardy@australianpork.com.au
- *SA/NT State Manager* - Lorraine Burford
Phone: 0412 101 026 Email: lorraine.burford@australianpork.com.au
- *WA State Manager* - Graham Martin
Phone: 0417 914 625 Email: graham.martin@australianpork.com.au