



## Purchase of AB InBev businesses

**Dublin, London, 28<sup>th</sup> September 2009:** C&C Group plc ('C&C' or the 'Group'), a leading manufacturer, marketer and distributor of branded beverages in Ireland and the UK, today announced that following the receipt of unconditional approval from the Irish Competition Authority on 17<sup>th</sup> September 2009; the approval from shareholders on 25<sup>th</sup> September 2009; and the completion of the employee consultation process; all conditions precedent to the acquisition of Anheuser-Busch InBev's Irish, Scottish and Northern Irish businesses have now been satisfied. The acquisition was therefore completed on 28<sup>th</sup> September 2009. Full details of the transaction were announced on 27<sup>th</sup> August 2009 and also described in the circular to shareholders dated 2<sup>nd</sup> September 2009.

Investors and Analysts	Irish Media	International Media
Mark Kenny/Jonathan Neilan <i>FDK Capital Source</i>  Tel: +353 1 663 3680 Email: <a href="mailto:c&amp;cgroup@kcapitalsource.com">c&amp;cgroup@kcapitalsource.com</a>	Paddy Hughes/ Anne-Marie Curran <i>Drury</i>  Tel: +353 1 260 5000 Email: <a href="mailto:paddy.hughes@drury.ie">paddy.hughes@drury.ie</a>	Robert Ballantyne/ Shanshan Willenbrock <i>Cardew Group</i>  Tel: +44 20 7930 0777 Email: <a href="mailto:robert.ballantyne@cardewgroup.com">robert.ballantyne@cardewgroup.com</a>

### Notes:

#### About C&C Group plc

C&C Group plc is a leading manufacturer, marketer and distributor of branded beverages in Ireland and the UK. C&C manufactures the leading Irish cider brand, Bulmers, and the international cider brand, Magners, for export to the United Kingdom, the United States and Continental Europe. C&C also exports spirits and liqueurs, including the Irish whiskey brand, Tullamore Dew, to over 80 international markets.

C&C is headquartered in Dublin and its manufacturing operations are based in Clonmel, Co. Tipperary. C&C is listed on the Irish and London Stock Exchanges.